

the <sup>668.5</sup> **American Perfumer**  
**and ESSENTIAL OIL REVIEW**  
 COSMETICS • SOAPS • FLAVORS

JUNE, 1952

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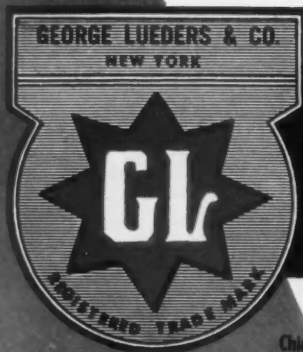
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# the American Perfumer and ESSENTIAL OIL REVIEW

COSMETICS • SOAPS • FLAVORS

Established 1906

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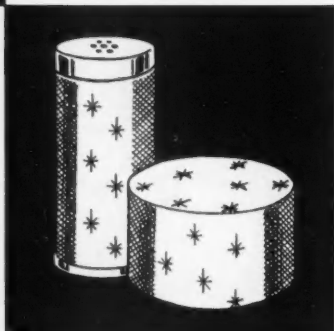
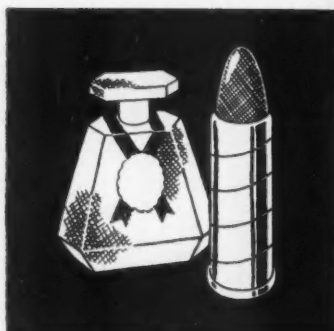
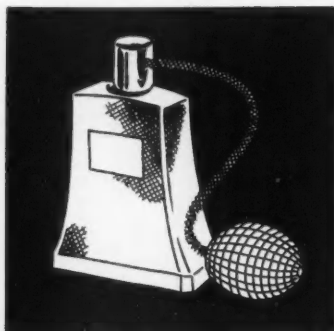
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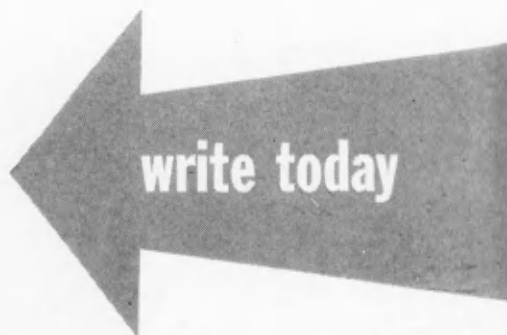
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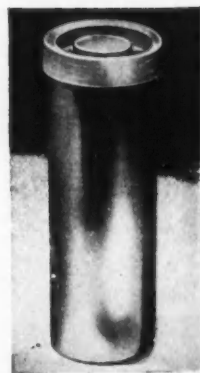


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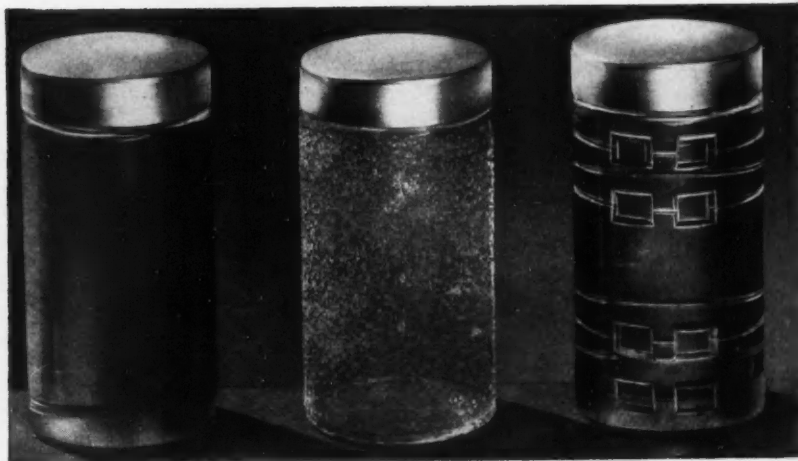
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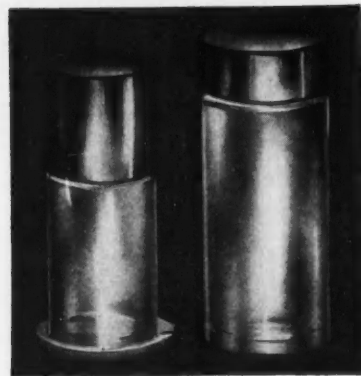


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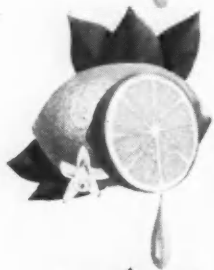
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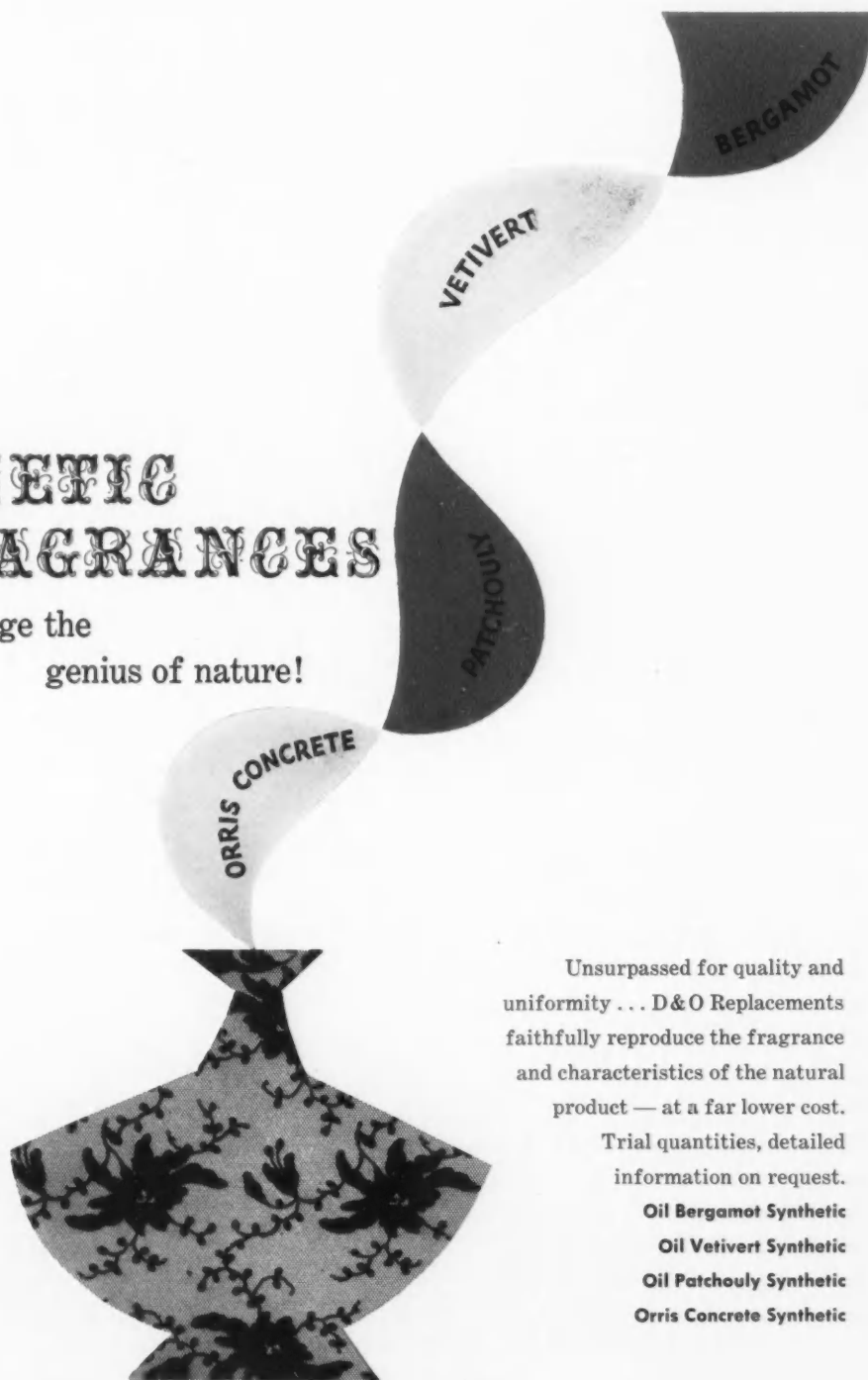
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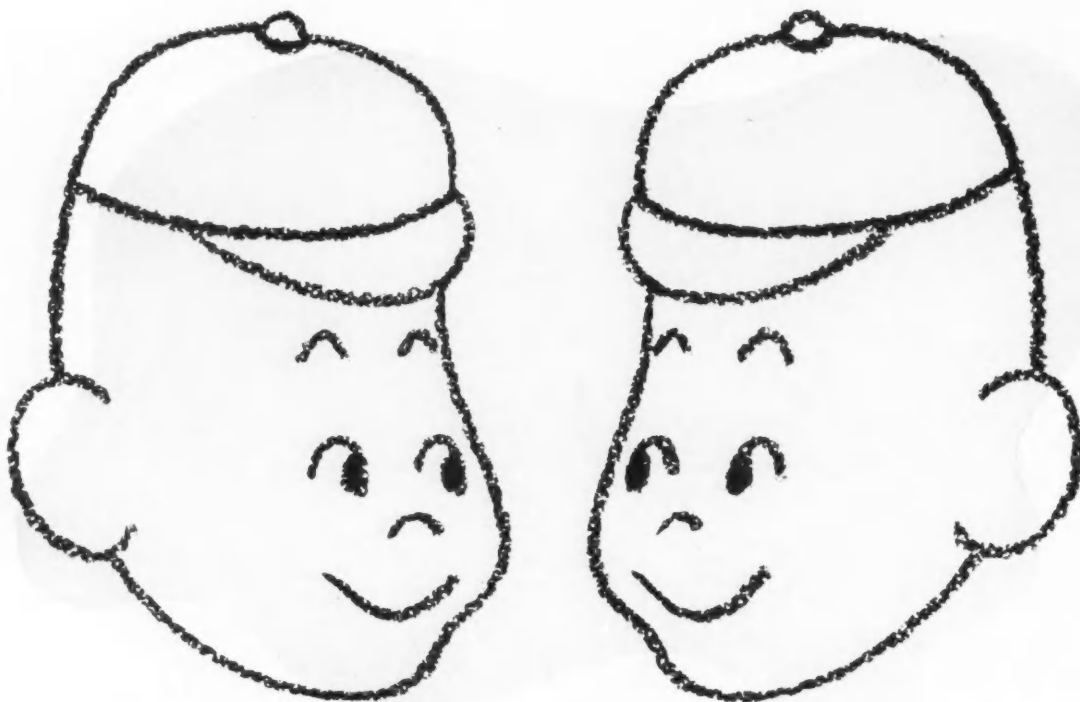
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# Desiderata

by MAISON G. deNAVARRÉ, F.A.I.C.

## Selenium Sulfide Hair Lotion

You may recall mention in this column of potential danger from Selenium Sulfide hair lotion.

Dr. Edgar B. Carter of Abbott Laboratories calls to my attention that the Battelle Institute has a patent pending on the use of Selenium Sulfide in hair and scalp lotions and that Abbott Laboratories is licensed by the Battelle Institute.

In my exchange of correspondence with Dr. Carter, it was pointed out that his company would not have offered the product without an effective new drug application and furthermore the company itself would have made sufficient additional investigations to be sure of their ground. What this column is concerned with is the fact that if not used according to directions, the product *may* cause harm. The newspapers reporting such harm would naturally use a headline such as "Hair Tonic Poisons Man, Woman, or Child." Such a headline would not reflect on the drug industry, but on the cosmetic industry, and that is the industry we are concerned with. My statements in this regard still stand. Anyone interested in fooling with Selenium Sulfide please note that a patent is pending and to use it you will have to obtain a license from the Battelle Institute.

## FDA Restricts Bread Softener

When the Food and Drug Administration tells us that softeners of the polyoxyethylene type have not been adequately tested for safety in bread, then maybe they have a case for restricting their use, but when they offer as reason that these compounds make stale bread *seem* fresh, this department thinks it is a weak alibi. For if this line

of reasoning is true, then flavoring is wrong because it makes food taste better. Wax paper is wrong because it prevents food from drying out and therefore, it seems fresher. Color shouldn't be added to either food, drug or cosmetics because it may give the wrong impression.

Cosmetics should not be put up in glass jars because the same amount of cream in a collapsible tube looks like a lot less, or vice versa. These comparisons could go on and on.

## FTC Corporation Profits Reports

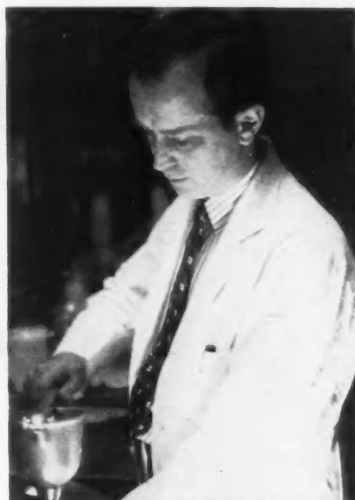
The annual report of profits before taxes in 1951 together with various other cost by industry, have just been released by the Federal Trade Commission. It is interesting to note that profits before taxes in 1951 were 12% higher than 1950; sales in 1951 were 17% higher than in 1950. Profits after taxes were 12% lower in 1951 than in 1950.

The complete analysis of all manufacturing corporations is worth reviewing. This can then be tied up with the reports made by industries.

Without a doubt, *Consumer's Research and Consumer's Union*, (who so often make the manufacturer seem like a profiteering ogre), have access to these figures and it would be most interesting to see their own *in print* to learn just how they stack up with the rest of industry.

## Preventing Rub-off

To prevent the rubbing off of make-up after application to skin one must include some kind of binder in the original formula.



M. G. deNavarre at work in his laboratory

Commonest binders are the gums. The gum chosen must not react with the pigments and must further suspend the pigments preferably, or packing of pigments in the bottle can easily take place.

Safest to choose from are the synthetic gums such as methyl cellulose, carboxymethyl cellulose, hydroxyethyl cellulose or methyl ethyl cellulose. In many cases natural gums will work. The most standardized of these are Irish moss extract, alginates and pectins.

In all cases, you will need a plasticizer for the gum in an amount at least equal to the weight of gum or considerably more. This is to prevent the feeling of "drawing" of the skin.

One of the gimmicks used in days gone by was sugar. It worked all right except in the summertime when the skin got sticky and acted as a fly attractant.

Plasticizers can come from the straight polyols or from the polyglycols.

## Hormone Soap

An Austrian Patent (168, 745) covers the use of a soap containing testosterone or its derivatives, at the rate of 20-100 milligrams per kilo of soap. Wonder what it is supposed to be good for?

## Emulsion Anti-Oxidants

That fats in the presence of water, as in an emulsion, deteriorate more rapidly than in the absence of water, is quite well known. It has also been pretty well proven that anti-oxidants that work satisfac-



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torily in straight fats do not work quite so well in emulsions.

This is now further confirmed by the work of Lehmann and Watts who, writing in the *J.A.O.C.S.* 28, 477(1951), find that after testing NDGA, BHA, propyl gallate, lauryl gallate, and  $\alpha$ -tocopherol, that these anti-oxidants are effective in just this order, the first being most effective, in lard containing no water.

When water is added to a pH of 7.5, BHA was the best anti-oxidant used and the NDGA was considered less effective. It was also found that ascorbic acid generally considered

to be a synergist, worked as an accelerator instead.

#### Heating Band

Recently there have become available some heating bands varying in width from two to six inches and in length up to twelve feet. These bands can be wrapped around pipes or tanks since they are flexible as a piece of cloth. They are heavily insulated.

Every factory has a number of operations where a little heat is desirable. Such a safe heating band can pay for itself in a short time.

stances. Another type of cutting oil is emulsified. For obvious reasons this type of protective cream would be essentially a greasy product that would be impervious to water.

#### 956: Deodorant Cologne

Q. I think it is possible to start a true deodorant cologne and cream with G-11. I have been trying different formulas but the results are not what might be expected.

R. M. F., Switzerland

A. We have found no difficulty in making a deodorant cologne from alcohol, propylene glycol, G-11 and water. You may require some astringent action as well if the deodorant cologne is not "fast enough." In such a case try a basic aluminum chloride, say 10-15%.

#### 957: Soap Bubble Formulation

Q. We are interested in obtaining a formula for making soap bubbles for children to be used with metal or plastic stick.

N. O. L., Cal.

A. The non-ionics and the alkanolamides are well suited for this purpose. A source of supply goes to you under separate cover.

#### 958: Contour Facial Product

Q. I have been requested to make up a contour facial liquid cream that is supposed to tighten the skin so that the wrinkles disappear or contract. Could you give suggested formula?

E. C. M., W. Va.

A. Some of these products are made from a mucilage base such as a 1% methyl cellulose, plasticized with glycerine or propylene glycol. An astringent may be included, the amount depending on the kind and degree of astringency required.

#### 959: Dentifrice Tube Corrosion

Q. Would you tell us if there is an American product—an antioxidant—that can be added to a tooth paste at pH 10-11 that will prevent corrosion of a metal collapsible tube?

N. S., France

A. The only material used for preventing attack of collapsible tubes by an alkaline dentifrice, to our knowledge, is sodium silicate which is reported to prevent corrosion of aluminum tubes by the dentifrice. Other than that, a dentifrice containing a fairly high sorbitol syrup or glycerine content can retard hydrolysis.

## Questions and Answers

#### 951: Testing Sun Tan Products

Q. Who will test a sun tan product (for transmission) for me? Please send the name of a laboratory.

G. N. D., Wash.

A. There are two laboratories, to our knowledge, that test sun screen preparations. One is the Electrical Testing Lab. and the other is the Food Research Lab., both of New York City.

#### 952: Cleansing Oil Preparation

Q. We would greatly appreciate it if you could furnish us with a formula for a cleansing oil preparation for sensitive skins.

S. M., N. J.

A. Replying to your letter of recent date sent to the New York office, a light mineral oil containing an oil soluble nonionic surface active agent, such as sorbitol sesquioleate, will suit your requirements perfectly.

#### 953: Acrylate Resin

Q. Who makes acrylate resin for cold waves? At present we are using amonium thioglycolate in preparing cold wave solutions and we would like to know what we should do in order to make cold wave solutions without the neutralizer. If a special thioglycolate is needed, would you please advise us of its trade-name and from whom it may be ordered. If a separate and different product is added to the thioglycolate in order to eliminate us-

ing a neutralizer, what is its trade-name and who sells it?

H. H. O. Argentina

A. An acrylate resin is added to cold waving solutions to produce opacity. These emulsions did have a vogue but we believe are no longer being used for they interfere with the wave. Their use is at least patented in this country and may be elsewhere. Supplier's name goes under separate cover. Cold waves made without neutralizers are patented and contain catalysts.

#### 954: Measure Conversion

Q. How do you convert hardness in grains per gallon to parts per million?

K. M., Mich.

A. If you keep in mind that one gallon equals 58,360 grains, then the hardness in parts per million can be obtained easily by multiplying the grains hardness per gallon by 17.15.

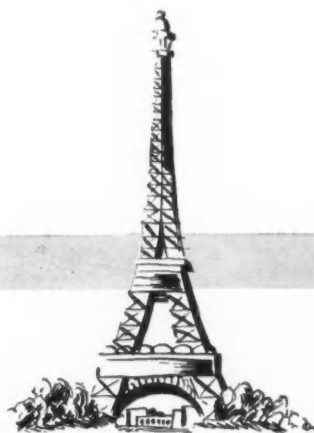
#### 955: Protective Film

Q. I would appreciate very much a few formulas for a protective film for cutting oils.

C. A. Illinois

A. Protective products are not considered as cosmetics and we do not treat them as such in our magazine. Very often a good hand cream is fortified with a film from material such as a gum of a synthetic cellulose derivative such as methyl cellulose. The resulting products then become impervious to anything but water or water containing sub-

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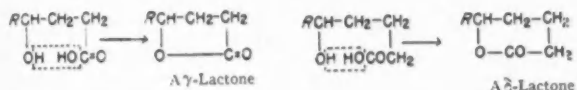
THE NEW YORK OFFICE OF P. ROBERTET & CIE. • Grasse, France

# The Properties of Lactones

Many lactones are used in perfumery. . . . Some are physiologically inactive as protoanemonin and the car-diac aglucones. . . . Many have been used in syntheses

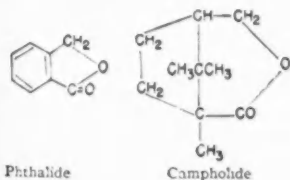
C. F. H. ALLEN\*

MANY hydroxy and halogenated acids, in which the hydroxyl (or halogen) and carboxyl groups are in appropriate positions, lose the elements of water (or halogen acid) to form inner esters which are called lactones. If the heterocycle so formed has five ring members, it is called a *gamma*-lactone, having been derived from a gamma-substituted acid, and if six, a *delta*-lactone. Lactones are usually named as derivatives of the corresponding hydroxy acids.



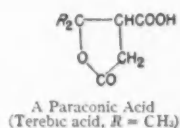
In a very few instances, the Geneva name, formed by adding "-olide" to the name of the appropriate hydrocarbon, is used.

When there is a possibility of either a  $\gamma$ - or a  $\delta$ -lactone (e.g., the sugar series), a  $\gamma$ -lactone is preferentially formed. Gamma-lactones form so easily that the open-chain acid can seldom be isolated, whereas many  $\delta$ -hydroxy acids can be isolated. Lactones having other-sized rings are known, but none are commonly encountered by the organic chemist.



Phthalide

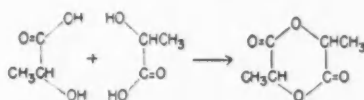
Campholide



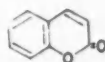
A Paraconic Acid  
(Terebic acid,  $R = CH_2$ )

acids, of which terebic acid is the best known. Most of these have been useful for synthetic purposes in connection with the theories of organic chemistry.

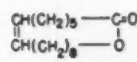
A lactide is a dilactone, formed on heating an  $\alpha$ -hydroxy acid; two molecules of acid form one of lactone.



Lactones may be unsaturated, having double bonds in the ring, e.g., the angelicalactones, coumarin, and Ambrettolide.

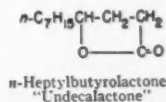
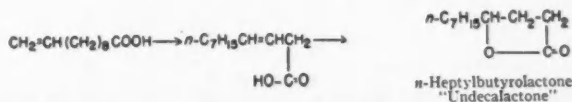


Coumarin



Ambrettolide

As previously mentioned,  $\gamma$ - and  $\delta$ -lactones are readily formed spontaneously from  $\gamma$ - and  $\delta$ -hydroxy or  $\gamma$ - and  $\delta$ -bromo acids. They can be prepared in several other ways. For instance, when  $\beta,\gamma$ -unsaturated acids are treated with concentrated sulfuric acid,  $\gamma$ -lactones are formed by an intramolecular addition; the reaction is not reversible. A double bond may even migrate along a chain until it is in the  $\beta,\gamma$ -position, so great is the tendency to form a  $\gamma$ -lactone; the outstanding instance is that of undecylenic acid, which forms *n*-heptylbutyrolactone, the "aldehyde  $C_{14}$ " of the perfumer.



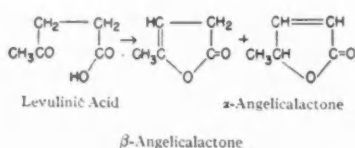
*n*-Heptylbutyrolactone  
"Undecalactone"

Lactones often contain carbocyclic rings, e.g., phthalide, campholide, and coumarin, and the paraconic

\* Research Laboratories, Eastman Kodak Co. Published by courtesy of Organic Chemical Bulletin, Vol. 24, 1952, No. 1.

Suitably constituted ketonic acids lose the elements of water on heating or when treated with dehydrating

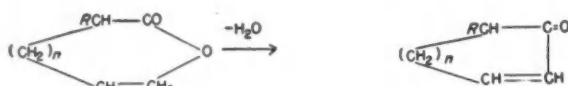
agents to form unsaturated  $\gamma$ -lactones; levulinic acid gives the angelicalactones.



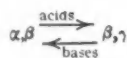
Lactones can be obtained by oxidation of cyclic ketones, using Caro's acid ( $\text{H}_2\text{SO}_5$ ); this reaction has commercial importance in the production of Exaltolide and Ambrettolide. Many-membered lactones are also prepared by the intramolecular dehydration of  $\omega$ -hydroxy acids.

Beta-lactones have been known for a long time; Staudinger showed that they resulted from the addition of ketenes to aldehydes and ketones. Beta-propiolactone has become available recently, being formed by the interaction of formaldehyde and ketene. The dimeric form of ketene, diketene, is considered to be a  $\beta$ -lactone.

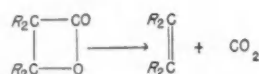
Lactones are insoluble in aqueous sodium carbonate but dissolve in sodium hydroxide solution, forming the salt of the corresponding hydroxy acid. Since lactones are (inner) esters, their chemical properties are, in general, like those of other esters, e.g., they react, by addition, with two equivalents of the Grignard reagent. The ring is opened by potassium cyanide at elevated temperatures, to give cyano acids. Many lactones lose water when treated with concentrated mineral acids,<sup>1,2</sup> or when heated in contact with activated earths,<sup>3</sup> to



give unsaturated ketones. Many saturated lactones can be isomerized by acidic and basic reagents.



The most characteristic reaction of Staudinger's  $\beta$ -lactones is the easy elimination of carbon dioxide on heating.



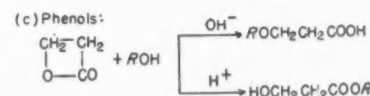
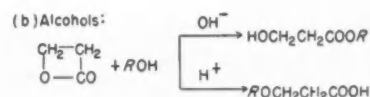
The reactions of  $\beta$ -propiolactone have been established mostly by Gresham and co-workers. The lactone ring is readily opened by most reagents, the mode of opening depending upon the nature of the catalyst. In general, the products formed are  $\beta$ -substituted propionic acids, or substances resulting from their further reactions. In most instances, more or less polymeric ester acids also are formed.

A few examples of the reactions of  $\beta$ -propiolactone are illustrated below:

(a) Salts:



e.g., sodium chloride, acetate, sulfide, ammonium dithiocarbamate, magnesium bromide



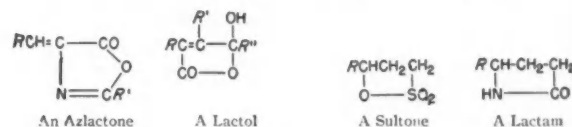
## Uses

Many lactones are used in perfumery, e.g.,  $\alpha$ - and  $\gamma$ -alkyl lactones, such as several of the above, "aldehyde C<sub>18</sub>" (which is *n*-amylbutyrolactone), and coumarin. Some are physiologically active, as protoanemonin and the cardiac aglucones. Many have been used in syntheses.

## Related Compounds

There are several series of compounds related to lactones. Azlactones contain nitrogen as well as oxygen in the ring; they have been widely used for syntheses of certain amino acids.

Lactols are a special type of hydroxy lactones that are formed by what amounts to an intramolecular addition of a carboxyl to a ketonic group. Most of the known lactols are highly substituted, have a five-membered ring, and are unsaturated. Sultones are intramolecular esters of hydroxysulfonic acids. Lactams may be considered as lactones in which the heterocyclic oxygen is replaced by an NH- or NR-grouping.



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**MANY-MEMBERED LACTONES:**  
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 VanAllan, J. A., *Ibid.*, 53, 33 (1949).  
**LACTONES IN SUGAR SERIES:**  
 Wolfson, M. L., in "Organic Chemistry," 2nd Ed., Gilman, H., editor, Vol. 2, John Wiley and Sons, Inc., New York, 1943, pp. 1563-1568.  
**CARDIAC AGLYCONES:**  
 Heuser, E., in Gilman, H., *Ibid.*, pp. 1427-1447.  
 1. Ger. pat. 667,156; Friedl., 23, 278; C. Abs., 33, 2148 (1939).  
 2. Fr. pat. 765,515; C. Abs. 28, 6724 (1934).  
 3. Ger. pat. 625,758; Friedl., 22, 340; C. Abs. 30, 5591 (1936).

## Tracer Chemistry

THE bulk of tracer elements and compounds are today employed mostly by researchers in medical and animal physiology. Studies with radio-active carbon, sulphur, phosphorus, iodine and other tracer elements are described and techniques employing geiger counters, radioautography and tracer chromatography discussed. Present sources of supply, availability, procurement and cost of setting up an isotopes laboratory are investigated. Safety and waste disposal procedures, peculiar to the radiochemical laboratory, are discussed and problems that lend themselves to tracer techniques suggested.—Alex Meshbane, B. S. in S. C. C. paper.





## T.G.A. Members Weigh Problems

*Robinson-Patman act and trade practice rules, cosmetic excise tax, fair trade and Delaney investigation all get attention at well attended three day meeting*

**M**AJOR problems confronting the cosmetic industry were discussed at the 17th annual convention of the Toilet Goods Assn. in the Waldorf Astoria Hotel, New York May 12, 13 and 14. The sessions on the first day were taken up primarily with addresses by members of the staff of the association and the president. That there is unanimity of opinion was evident from the fact that the sparkling address of President Joseph Keho, the report of the executive vice president and the report of the general counsel all touched on the same themes: the trade practice rules and the Robinson-Patman Act, the cosmetic excise tax, fair trade and the hearings of the Delaney committee to determine the wisdom of framing legislation on the use of chemicals in cosmetics.

The same themes were carried over into the second day with a debate on the subject "Resolved that the theory and philosophy underlying the Robinson-Patman Act are in the best interests of industry, trade and the public." Everette MacIntyre, chief of the division of Investigation & Litigation, Bureau of Anti-monopoly, Federal Trade Commission took the affirmative and J. Howard Carter, New York attorney took the negative. A curious conclusion followed: the affirmative speaker held that repeal would encourage monopoly and the negative speaker held that the law was tending to lead to monopolies. The brilliant Mr. Carter, perhaps unknowingly, in his argument seemed to emphasize the great difficulty involved in writing a satisfactory law.

Davis Factor, Hollywood, Cal., newly elected president of the Toilet Goods Association.



There was only one paper, aside from those presented by association staff members, at the meetings on the first and second days: "Cosmetics—Symbol and Resultant of the Emancipation of Woman" by Edward Sagarin. The afternoon of the second day was a closed meeting for manufacturers of finished cosmetics and on the afternoon of the first day various problems were considered in an open session.

### **New Officers**

The new officers are:  
 President, Davis Factor, Max Factor & Co.  
 Vice President, Jean Despres, Coty Inc.  
 Vice President, John A. Ewald, Avon Products Inc.  
 Vice President, C. T. Lipscomb Jr., Pepsodent Div. Lever Bros. Co.



Members of the convention committee: Left to right top row—Richard A. Malmstrom, Eugene J. Moore and James H. R. Stephenson. Lower row, left to right—Michael Lemmermeyer, Lamson M. Scovill, chairman; Robert H. Miller and Richard A. Malmstrom. Philip E. Haebler was absent on account of illness.

Vice President, H. J. Lehman, Wildroot Co.  
Secretary, Wm. F. Denney Jr., Frances Denney.  
Treasurer, Philip C. Smith, Yardley of London, Inc.  
Directors: Robert B. Brown, Bristol-Myers Products Co.; C. W. Godefroy, Godefroy Mfg. Co.; Harry Haus, George W. Luft Co.; L. L. Kole, Kolmar Laboratories; J. H. Moore, John Hudson Moore Inc. and Martin Revson, J. G. Bell, Bonne Bell Inc. was elected to fill the vacancy left by the election of C. T. Lipscomb as vice president. Michael Lemmermeyer, Aromatic Products Inc. and P. L. Forsman were elected directors to represent associate members.

Other directors are A. E. Johnston, Colgate-Palmolive-Peet Co.; C. A. Mooney, Lenthier Inc.; J. I. Poses, D'Orsay Sales Co.; Guy J. Rocherolle, Roger & Gallet; Richard Salomon, Charles of the Ritz Inc.; L. B. Whitehouse Sr., Morton Mfg. Corp.; Edward J. Breck, John H. Breck Inc.; Pierre Harang, Houbigant Sales Corp.; Oscar Kolin, Helena Rubinstein, Inc.; John H. McShane, Pacquin Inc. and Wrisley B. Oleson, Allen B. Wrisley Co. Past presidents serving as honorary directors are: C. M. Baker, Pond's Extract Co.; H. Brooks, Alexandra de Markoff Sales Corp.; Paul H. Douglas, Bourjois Inc.; Joseph Keho, Dorothy Gray Ltd.; G. A. Pfeiffer, Richard Hudnut; Northam Warren Sr., Northam Warren Corp.; and Charles A. Pen-

nock, Hudnut Sales Co. Honorary members of the board are E. B. Hurlburt and H. Gregory Thomas.

#### **Packaging Awards**

The Charles S. Welch Memorial Packaging Awards were presented by H. Gregory Thomas to J. S. Wiedhopf, president, Parfums Ciro for the product in the classification over \$1 retail for Ciro's Sampler and Quintet. G. M. Factor, vice president, Helene Curtis Industries Inc. accepted the award for "Suave for Men" the winner in the \$1 or under classification.

#### **Winners in Golf Tournament**

Winners in the Cecil Smith Memorial Golf Tournament were presented with prizes by Paul H. Douglas. The winners were: P. L. Forsman, A. Julius, Paul Scott, E. E. Aldrich, A. F. Lindsey, A. W. Brewer, J. Duncan, C. Junod, Harry Heister, R. Felton, A. D. Henderson, Don Bryant, A. J. Dedrick, J. Stephenson, H. Palmblad, H. C. Buchaan, Sewell Corkran, N. Millard, W. Hunnefeld, Edward Bush, J. McCarthy, F. Parker, Clifford Baker, L. Dalsemer, Charles Buckie, N. Jones, and John Gabrielsen. John A. Ewald won the prize for the longest drive; K. Patterson for nearest to pin and Frank Higgins took the dinner prize.

#### **Scientific Section**

An interesting program of papers was read at the meeting of the Scientific Section. The papers read were: "Some Limitations of Surface Active Materials in Cosmetic Practice," I. R. Hollenberg, M.S.—Van Dyk & Co., Inc.; "Some Eye Irritation Studies of Shampoos and Other Hair Preparations," Russell A. Cain and William R. Markland, consultant and chief chemist, respectively, John H. Breck, Inc.; "The Use of the Munn Relief Illuminator in the Examination of Cosmetics," W. Faitoute Munn, F.R.M.S., and Ralph L. Evans, Ph.D.; "Physiological Effects of Certain Surface Active Agents on the Rabbit Eye," L. W. Hazleton, Ph.D.—Hazleton Laboratories; "Toxicity to Eye Mucosa of Certain Cosmetic Preparations Containing Surface Active Agents," J. H. Draize and Elsie A. Kelley, Division of Pharmacology—Food and Drug Administration, Federal Security Agency; "The Role of Quality Control in Cosmetic Manufacture," J. Ritner Weaver, Chief of Quality Control—Warner-Hudnut, Inc.; "The Analysis of Ammoniated Dentrifices," F. W. Schreiber and H. Breuer—Pepsodent Division, Lever



The able convention committee at the reservation desk with former president Paul Douglas. Members handled all luncheon reservations and arranged business sessions. About 900 members and guests were cared for on the first day, 800 on the second, and 850 on the third day.

Bros. Co.; and "A Rapid Method for the Estimation of Moisture in Cosmetics," Helene Iwasenko and Sigmund R. Kraus, Chemist and Unit Chief, respectively, Production Research—Bristol-Myers Products Division.

#### New Officers, Scientific Section

The newly elected officers of the Scientific Section are: Chairman, Dr. D. H. Powers, Warner-Hudnut, Inc.; Vice Chairman, Dr. Sophie Plechner. Dr. Frederick J. Austin is honorary chairman. Harold D. Goulden is secretary.

#### Convention Committee

Much of the success of well ordered convention was due to the work of the convention committee composed of Lamson M. Scovill, chairman; Paul Alexander, Philip E. Haebler, Michael Lemmermeyer, Robert H. Miller, Eugene J. Moore, J. H. R. Stephenson and Richard A. Malmstrom.

### Shampoos and Eye Irritation

RABBIT eye irritation studies were conducted on a group of 11 commercial shampoos according to the method of Draize, Woodard and Calvery. Results were compared in respect to severity of eye irritation and corneal damage to the results obtained on a group of control materials including a 10 g/100 ml. aqueous soda or bar soap solution, a 40 per cent liquid potash soap shampoo and a dandruff treatment shampoo claimed to cause permanent corneal damage and removed from the market as a result of federal action.

The shampoos tested caused somewhat more eye irritation than the 10 per cent (wt/vol.) soda soap solution. It is emphasized, however, that the test shampoos, with a mean anhydrous content of 33 per cent, were considerably more concentrated than this soda soap solution. Generally speaking, the shampoos tested were no more severe in action than the 40 per cent liquid potash soap shampoo, a preparation with a long safe-use history. In no case was reaction as severe as that shown by the third control.

None of the test shampoos caused permanent corneal opacity although a few cases of temporary opacity were encountered. Recovery in some cases extended be-



G. M. Factor of Helene Curtis Industries, Inc. accepts a Charles S. Welch packaging award from H. Gregory Thomas. This was the award for the winner in the \$1 or under classification. The plaque for the award in the classification over \$1 retail was won by Parfums Giro Inc. and was presented to J. S. Wiedhopf, president of that company.

yond the 4th day which has been considered by some to be generally indicative of safety.

A group of miscellaneous hair preparations including a cold wave lotion, neutralizers, rinses, and scalp lotions, was also tested and showed a generally lower order of eye irritation than the shampoos and no corneal opacity.—R. A. Cain & W. R. Markland in *T. G. A. paper*.

### Effect of Surfactants on Eyes

IN studying the physiologic effect of certain surfact active agents on the rabbit eye a selected group of cationic, anionic, and non-ionic surface active agents were investigated for eye irritation potential, and this in turn correlated with physical chemical, and biochemical properties.

Within the scope of the studies no correlation could be established between eye irritation and either pH or surface activity. In general, wetting power does not correlate but has some relation within subgroups. Foaming property exhibits some relationship but not



An optimistic view of the business outlook is shared by Luis de Hoyos Jr., M. J. Coppola, Ernest Briggs and Fred Fielding.



David Ward is the center of attraction to John E. Grimm Jr. and H. E. Christian.



Relaxing after a business session, standing, left to right: Jerome Isaacs, Raymond G. Strobl, Carl J. Jensen, Arthur Henriksen, Jerry Placek, Neil C. Neustroup and Victor Marquis. Seated: James H. Hall, Edward J. Strobl, and Harry E. Dunning.

direct correlation. Protein precipitation coincides with severe irritation but is not indicative of gradation. In preliminary studies direct erythrocyte toxicity shows some gradation of reaction but the data are incomplete.—*L. W. Hazleton, Ph.D. in T. G. A. paper.*

suited for use under routine control conditions.—*H. Breuer & F. W. Schreiber in T. G. A. paper.*

### Ammoniated Dentifrice Analysis

**A**METHOD is presented for the analysis of ammoniated dentifrices, whereby an aqueous extract is passed through a column of a sulfonic acid-type ion exchange resin. After conversion to ammonia by the conventional urease method, the urea is titrated with standard acid. The ammonium ions are eluted from the resin with barium and calcium ions and determined in the eluate by addition of formaldehyde, followed by titration with standard alkali. Over two years experience with the method has shown it to be well

### Toxicity to Eye Mucosa of Cosmetics Containing Surfactants

**S**YNTHETIC surface-active agents used in drugs and cosmetic preparations have led to incidents of injury. Most synthetic surface-active agents are not exact chemical entities but are condensation products characterized by general empirical formulae. Such agents are designated as anionic, cationic and non-ionic depending on chemical structure, all three types of surface-active agents are used for topical drug and cosmetic use. Their extensive use in shampoo, bath and hair-waving preparations leads to occasional accidental introduction of these agents into the eyes which may



Camille Bourguet, Leon Bonis and Wilfred E. Rogers snapped unawares just before luncheon.



Van Alan Clarke, Burton T. Bush, Dr. Hubert Frayse, proprietor of Synarome of Paris and Ernest Briggs.





J. H. Curry and Henry Eickmeyer listen attentively as Paul Lelong tells an interesting anecdote.



Mr. and Mrs. Paul Roehrich snapped during a moment of rest at the busy convention.

produce corneal opacity, iritis, pannus, chemosis, severe congestion and erythema of the palpebral and bulbar mucosa with discharge. Fourteen surface-active agents (4 anionic, 4 cationic, 6 non-ionic) were examined for potential eye mucosa irritation by the method of Draize, Woodard and Calvery (*J. Pharm. & Exper. Therap.* 82, 377 1944). Variations in toxicity were noted among the three broad groups of surface-active agents, and among members of the same general groups. In general the toxicity of the groups was in the following decreasing order; Cationic > anionic > non-ionic. The inclusive of several surface active agents in a formulation, especially if these represented members with different ion activity, may produce a preparation of greater or lesser toxic properties then would

be anticipated from the simple addition of toxic effects of the component surface-active agents.—*J. H. Draize & Elsie Kelley in T. G. A. paper.*

### Sound Advice

SUMMARIZING the substance of his report Hugo Mock, general counsel of the T. G. A., offered this sound advice to manufacturers of cosmetics:

1. Watch your transportation charges and see how your allowances under the Robinson-Patman Act are properly allocated in your analysis of selling and delivery expenses.

2. The campaign against excise taxes should be un-



Perfume was the subject of conversation in this group of glass men with Richard Ball of Guerlain. Top row left to right: Walter S. Nuckols, Richard Ball, Geoffrey R. J. O'Keefe and Paul deB Scott. Lower row, left to right: John H. Funkey, Albert C. Burgund and Joseph B. Scott.



remitting even if the present time is not propitious for their removal.

3. Work with the personnel of the Federal Trade Commission and announce your plans for your adherence to the cosmetic code as soon as possible.

4. Trust the Food and Drug Administration which will meet you more than half way in your problems.

### Evaluating Sensory Reactions

THE cosmetic chemist is everywhere faced with the problem of evaluating sensory reactions. Based on these reactions he creates an effect, chooses materials, sets up a process, and approves the final result. The doing of all this requires numerous decisions whose validity rests on correct evaluation of sensory reactions:

The long-range solution of a problem in sensory reactions is to define a scientific unit of measure, and then to design scientific instruments which can read in those units.

An intermediate solution is to make use of sound methods of collecting and evaluating data. These methods include:

- (a) Use of tests to discover whether the individual assigned to judge sensory reactions is in fact able to discriminate.
- (b) Judgment based on comparisons of unknowns with standards rather than estimates of unknowns along some arbitrary scale.
- (c) Design of tests in a way which tends to randomize unwanted variables.
- (d) Use of "control" tests to reduce the possibility of being misled by coincidences.—*J. M. Juran in S. C. C. paper.*

### Do You Sell Your Company Short?

TO help salesmen when they are faced with trade attacks on company policy and practice a message has been written by the Grey Advertising Agency Inc. from which the following abstract is made.

Have you ever heard a salesman say to a customer: "Confidentially, I think our policy is screwy. But don't hold it against me; I don't make policy, I just carry it out."

"That shipping department of ours can make more damfool mistakes than you can shake a stick at. I'll raise Cain with them."

"Those inspectors at the end of our production line must have been asleep when they passed through that batch."

"I agree with you—that package is too big. But that's what they give me to sell."

The foregoing statements came from a candid mike tape recording test staged in a number of retail stores. Blind unreasoning conformance with the "company line" is as bad in business as it is in political ideology.

There is a wide area between the two extremes—between the extreme of heartily endorsing every trade complaint and the opposite extreme of bristling at any trade complaint.

It's that middle area that smart salesmen find, and having found it, they learn how to tread their way

through it in a way that wins the respect of the trade for both company and salesman. It is selling; selling in its *highest form!*

There is no perfect selling proposition. If there were salesmen would not be needed. It would sell itself. Therefore one of the basic functions of a salesman is to write up orders and hold customers despite the inevitable complaints he runs up against.

The role of modern selling demands that a salesman sell *to* complaints and objections; not *away* from them. A salesman sells *away* from them when he takes a powder on his company and on himself by passing the buck to the factory or the home office.

Smart salesmen line up regularly encountered complaints and objections then develop satisfactory and satisfying techniques for handling them.

If the complaint has merit it still isn't necessary to eat humble pie too humbly. The short seller is no more popular than the short changer. Men prefer *men*.

### Cosmetic Excise Tax Collections

COSMETIC excise tax collections for the years of 1950 and 1951 and also the collections for the months of 1952 so far issued are given in the table following:

		1951	1950
January	\$11,547,853	\$12,255,363	\$ 9,836,052
February	14,338,420	12,867,842	11,654,681
March	7,248,879	8,534,569	6,811,063
April	8,218,865	5,746,348	6,985,099
May		9,293,461	8,316,993
June		8,622,275	8,136,742
July		8,901,311	7,965,373
August		10,252,706	9,671,335
September		7,698,854	7,542,472
October		9,365,932	7,900,314
November		8,916,488	8,159,612
December		8,974,245	7,781,091



"We sell only door-to-door and every year we increase our line! Next year I get a caddy!"



## Medical Experts Address S. C. C.

*Timely technical papers on cosmetic subjects by medical authorities among the eight scientific contributions by speakers at mid year meeting of the Society of Cosmetic Chemists*

Dr. Sol D. Gershon, president of the Society of Cosmetic Chemists who presided at the technical sessions of the association.



**I**N recognition of his splendid service as head of the Cosmetic and Color Section of the Food and Drug Division, Department of National Health and Welfare, Dominion of Canada, an honorary membership in the Society of Cosmetic Chemists was conferred on James Leslie Thomson by the association during the luncheon of its mid-year meeting May 15 in the Hotel Biltmore, New York, N. Y.

An interesting review of Mr. Thomson's career and work was given by Maison G. deNavarre after which the honorary membership was conferred by President Sol D. Gershon. In accepting the honor Mr. Thomson paid tribute to the service rendered to the cosmetic industry by the alert, well managed and progressive association.

The meeting was well attended and eight technical papers were presented. They were: "On the Toxicity of a New Permanent Hair Wave Neutralizer—Sodium Perborate" by Dr. Michael G. Mulinos, Flower and Fifth Ave. hospitals, New York; "Modern Methods of Scar Repair" by Dr. Abner Kurtin, Mt. Sinai hospital, New York; "New Polyoxyalkalene Nonionics for Cosmetics" by Carl Pacifico, Wyandotte Chemicals Co.; "Evaluating Sensory Reactions in Numbers Instead of Adjectives" by Prof. Joseph M. Juran, New York University; "Tracer Chemistry" by Alex Meshbane, Tracerlab Inc.; "The Etiology of Infectious Dandruff" by Dr. G. F. Reddish, Lambert Pharmacal Co.; "Experimental Loss of Hair" by Dr. Peter Flesch, University of Pennsylvania; and "The Use of Quaternary Ammonium Compounds in Cosmetics" by W. E. Botwright, Rohm & Haas Co.

### New Polyoxyalkalene Nonionics

**A** NEW series of nonionic surfactants, prepared by condensing ethylene oxide on polypropylene glycol, shows considerable promise in cosmetic applications.

This chemical system is very flexible as both molecular weight and the hydrophobic-hydrophilic ratio can be varied over wide limits to prepare "tailor-made"



Ben Perry, J. H. Sanders, A. Beekhuis, Mrs. Bettie Stanton and Herbert Perry make up a merry party.

products. One such product is the first 100 per cent active agent nonionic detergent in flake form.

Acute oral toxicity studies on some members of this series have been made. The liquid members tested have an LD<sub>50</sub> of about 5g/kg, while the LD<sub>50</sub> of the flake material is more than 15g/kg. Studies on eye irritation, acute interperitoneal and intravenous toxicities and

chronic feeding have also been made on one or more of these products.

The variation of chemical composition of this class of nonionic detergents with the property of grease removal from raw wool has been determined by the Barnett-Powers procedure for evaluating shampoos. Generally, with a polypropylene glycol base of given molecular weight, the scouring effectiveness increases with increasing ethylene oxide content to a maximum within the range 15 to 30 per cent and then decreases. At a given ethylene oxide content scouring effectiveness increases with increase in molecular weight of the propylene glycol base.—*Carl Pacifico in S. C. C. paper.*

### Quaternary Ammonium Compounds

QUATERNARY ammonium compounds are employed in a variety of products designed for application to the human skin. These compounds are cationic surfactants which possess antiseptic, germicidal, deodorant, and keratoplastic properties.

They are effective against most organisms found on the skin, and retain considerable activity in the presence of contaminating substances. They are odorless deodorants, destroying obnoxious odors and preventing development of odors due to microbial growth.



H. W. Zussman, Julius Wetterhahn, Paul Ampare and Lee P. Feltz discuss shampoos.



Dr. Samuel Grant, Dr. Victor Fourman, Eric Eichwald and Irving Bennett enjoy a little cheer.



Miss Anne Nykiforuk and Miss Rita Parsil



Dr. Everett Saul, P. N. Sperry, Nathan Fretz and Stephen Capkovitz.

Concentrations ranging from .02 to 3.0 per cent are generally used to provide antiseptic and deodorant properties. Hair rinse preparations may contain higher concentration.

Quaternaries are incompatible with certain anion-active substances, such as soaps, anionic surfactants and anionic dyes.

Extensive toxicity studies have demonstrated that concentrations up to 3 per cent are not irritating to the skin, and 0.1 per cent may be safely applied to mucous membrane. Chronic oral toxicity studies indicate that concentrations 0.1 per cent in food or drinking water are not harmful to laboratory animals.

Topical preparations containing quaternaries include solutions, tinctures, oils, ointments, lotions and powders. Such products as topical antiseptics, tooth pastes, skin lotions, dusting powders, hair rinses and feminine hygiene preparations are popular. New products should be thoroughly tested for effectiveness and safety.—*W. E. Botwright in S. C. C. paper.*

### Toxicity of Sodium Perborate

THE need for oxidizing agents to neutralize cold permanent waving solutions has brought forward several useful compounds. Among these are peroxides,



Presentation of honorary membership. J. L. Thomson receives award from President Sol D. Gershon

bromates and perborates. The peroxides are unstable and difficult to handle; their neutralizing power is strong and under certain conditions may lead to bleaching of the hair. The more stable and milder bromates



Dr. Dan Dahle and Dr. Stefan Karas



Dr. Alexander Farkas, Dr. A. Aronowsky, Dr. Oliver L. Marton and Samuel Klein



Highly respected Col. Marston Taylor Bogert chats with Hans Wagner and W. Kyle Sheffield



Dr. Louis Schwartz and Maison G. deNavarre discuss hormones.





Some of the speakers who addressed the meeting together with the president and program chairman. Left to right, Dr. James H. Baker, program chairman; Dr. G. F. Reddish, Dr. Sol D. Gershon, W. E. Botwright, C. Pacifico and Dr. M. G. Mulinos.



Richard Frascati, Philip Prussak, Dr. A. T. Frascati and John F. Coghlan.



Henry Eickmeyer, Raoul Panteleoni, John de Elorza and Victor Marquis before luncheon.



One of the numerous groups enjoying cocktails before luncheon: Erick Blackstead, Robert Williams, Paul W. Alexander, Arthur Gogarty, Charles Kircher, M. Spinapolice, Robert Armstrong, Harold Anderson and Ernest R. Sloan.



A luncheon group: B. D'Ancona, Dr. Yolanda Valer, B. Riskin, Dr. S. Plechner.



have proved to be quite satisfactory insofar as their neutralizing powers are concerned. However, their inadvertent ingestion by children in homes where this neutralizer was prepared in advance has lead to several deaths by kidney damage. It therefore became mandatory that a neutralizer be found which if imbibed by accident would not result in any serious degree of intoxications.

Such a substance has been found in sodium perborate, solubilized and stabilized with sodium hexametaphosphate.

Gross appearance of the organs of animals sacrificed for purposes of examination was essentially normal except for hyperemia of the stomach mucosa from the 2.6 per cent solution within 12 to 24 hours after administration, but not after 48 hours. No gastric irritation occurred from the 1.3 per cent solution, the strength used in actual cold wave neutralization.

Because systemic toxicity is a function of the rate of absorption and the concentration within the blood stream and tissues, a 2.0 per cent perborate solution was injected intravenously in nembutalized cats, at the rate of 1 cc per minute. Respiration, heart rate, blood pressure and survival time were recorded. It required from 6 to 12 cc per kilo to cause death from methemoglobin asphyxia. The more slowly the injection was made, the longer the animals survived. The liver of these animals showed slight changes, the other organs being negative.

It was concluded that sodium perborate monohydrate as used to neutralize cold hair waving preparations is non-toxic and but mildly irritant if taken by stomach or splashed into the eyes.—*Michael G. Mulinos, Ph.D., M. D. in S. C. C. paper.*

### Experimental Loss of Hair

THE first organic compound which caused loss of hair in human subjects and experimental animals alike, had been discovered accidentally during World War II, in the synthetic neoprene rubber industry. In the polymerization plants where chloroprene was being converted to neoprene, hair loss among the workers was traced to the volatile cyclic intermediary polymers or dimers of chloroprene.

We investigated a number of unrelated unsaturated compounds for their depilatory activity and found that

a number of allyl esters and ethers had similar in vivo and in vitro effects as the dimers. We investigated the influence upon hair growth of naturally occurring, lipoid-soluble unsaturated substances. Among these, Vitamin A and human sebum interfered with hair growth in a manner very similar to that of the other unsaturated compounds. Hydrogenation of Vitamin A abolished its depilatory activity. When taken in excessive doses over a long time, Vitamin A caused hair loss in human subjects also.

In human sebum, both the unsaponifiable and saponifiable fractions had depilatory activity. Three unsaturated depilatory compounds, namely squalene, oleic and linoleic acids, have been identified in human sebum. Hydrogenation abolished their sulphydryl inhibitory and depilatory activities. On the basis of these clinical findings we reject former theories concerning the mode of action of large doses of Vitamin A. The possibility that the depilatory action of sebum provides the first chemical clue in the etiology of human baldness will require further study.—*Dr. Peter Flesch in S.C.C. paper.*

### Etiology of Infectious Dandruff

THE etiology of infectious dandruff has been proved by Koch's postulates, a reliable and time-tested method for proving the cause of infectious diseases. The infectious nature of this condition has been recognized since 1874 when the causative organism was first described. This organism was identified at that time and given the descriptive name "Pityrosporum," which means, literally, branny scales containing spores or seeds. Since 1913 it has been known by its present name, *Pityrosporum ovale*.

*Pityrosporum ovale* conforms to the requirements of Koch's postulates because: (1) it is present in every case of infectious dandruff, (2) it has been isolated from infectious dandruff and grown in pure culture, (3) in pure culture, when inoculated into the skin of rabbits and the scalp of humans, it has caused infectious dandruff, and (4) it was observed in the recovered in pure culture from such experimentally produced infectious dandruff. This is conclusive proof that *Pityrosporum* is the cause of infectious dandruff.—*George P. Reddish in S. C. C. paper.*

## Technical Abstracts

**Ultraviolet Inhibitors for Cellulose Acetate-Butyrate Plastics,** Phenyl Hydroxybenzoates hydroxyphenyl benzoates, and their methyl ethers. L. W. A. Meyer and W. M. Gearhart, Genessee Eastman Co., Kingsport, Tenn. (Ind. & Engineer, Chem., 43, #7, 1585, 1951) Because phenyl o-hydroxybenzoate (salol) is an effective weathering agent for cellulose ester plastics, the isomers of this compound and their methyl ethers were studied. Ultraviolet absorption characteristics of the compounds were measured and weathering characteristics of plastics containing these compounds were determined. Compounds which the data indicate to be most effective are m-hydroxyphenyl benzoate, p-hydroxyphenyl benzoate, phenyl o-hydroxybenzoate, and o-hydroxyphenyl benzoate. Susceptible to quinone formation, they tend to become yellow on exposure. Those with methoxy substituents are less effective than the corresponding hydroxy compounds. High optical density in the ultraviolet range after irradiation seems to be an essential requirement but does not necessarily assure that the material is an effective inhibitor. This study gives further insight into the question of why an ultraviolet inhibitor is effective. By use of the knowledge gained, it is possible to improve plastic formulations, so that longer life may be expected in outdoor applications such as certain irrigation and oil field installations and certain automotive parts.

**Colorimetric Determination of Rosin and Rosin Esters,** (Analytical Chem., 23, #6, 885, 1951) by Melvin H. Swann, Aberdeen Proving Ground, Md. This work was undertaken to develop a satisfactory qualitative test for rosin in paints and varnishes, for quality control and acceptance, and to develop quantitative methods for either free rosin or rosin esters in paint products. Certain types of rosin modification are desirable in some paints used for Army Ordnance material, but in the absence of means of determining the type of rosin modification, it has been necessary to prohibit use of rosin in most paints. Procedures for distinguishing between free rosin and

rosin esters provide a means of determining either type of product quantitatively under certain conditions. Analysts will be able not only to determine the nature of the rosin products present, but in most cases to determine it quantitatively, thus providing a way to control the formulation of products containing desirable rosin modification and prohibit undesirable forms.

**The Oxidative Dyeing of Keratinous Protein Fibers. I. The Dyeing of Wool with the Colorless 2,4,5-Trihydroxytoluene.** (C.A. 44 #22, 11100, 1950) H. Burton and J. O. Stoves (Univer. of London). J. Soc. Dyers Colourists 66, 474-8 (1950) Wool fibers may be dyed various shades of brown by aq. solns. of the colorless, 2, 4, 5-trihydroxytoluene. Simultaneous treatment with various metal salts causes darkening in the shade, up to almost black with  $\text{Fe}^{2+}$ . The brownish black stains resulting from the contact of the trihydroxytoluene with living skin is probably due to the formation of a coordination complex derived from a thiohydroxytoluquinone and Fe. A similar process can thus be sepd. into 2 distinct stages with wool. The exptl. work is outlined; an appendix gives some rubbing fastness tests.

**Hair Dyes:** (J.A.M.A. 146, #5, 509, 1951) To the Editor: A patient requested information on a reliable hair dye. I was unable to help her, and I did not wish to suggest any one product without the opinion of the American Medical Association. Answer:—Certain general precautions are indicated in the use of most hair dyes. While the incidence of unfavorable reactions is low, they do occur and they are usually due to the lack of adequate directions for use, carelessness on the part of the user or a sensitivity that could not be predicted by present measures. Suggestions for maximum protection against unfavorable reactions are as follows: No hair dye should be used where lesions are present on the scalp; no hair dye should be permitted to get into the eyes, and directions should be followed carefully. In general, three main types of dyes are available. Vegetable dyes, the most popular of

which is henna, are among the safest. Cosmetically speaking the disadvantages are such that their use is limited. Metallic salt hair dyes are particularly popular for home use. Although the cosmetic results may not be entirely satisfactory, indications at present are that metallic salts are not absorbed through the intact skin. Possibly a serious reaction to a metallic hair dye would result if repeated small amounts were to enter the blood stream over a prolonged period through scalp lesions, through careless oral ingestion or through the mucous membranes. No report is available that establishes a metallic salt hair dye as the cause of metallic salt poisoning. The aniline type of hair dye is probably the most effective and is also the greatest potential health hazard. Among the most extensively used are paraphenylenediamine and paratoluylenediamine. The Food, Drug and Cosmetic Act of 1938 prohibits the use of any of these dyes in eye make-up, because of serious reactions which resulted prior to that time from their use in eyelash dyes. Furthermore, these dyes are relatively frequent sensitizers and a caution statement on the labeling to this effect is required by the foregoing law. In addition, directions must be included for a skin test to be executed before each and every application of the dye. Another type of dye, which is not so commonly used, is the sulfonated azo type dye. Indications are that these may be safer than other coal tar dyes, but several applications are usually necessary to obtain the shade designated. While certain hazards obviously exist in the use of hair dyes, the number of reported cases of reactions is small in relation to the number of persons who use hair dyes, rinses and other hair coloring agents regularly. Reactions can be kept to a minimum by strict adherence to directions and general precautionary measures.

**Proof of Safety: Some Interpretations,** (J. Am. Pharm. Assoc., XL, #7, 305, 1951). A. J. Lehman—Interpretations are presented, according to the objectives sought, of the techniques and procedures required by the Food and Drug Administration to establish the safety of a chemical in the form of a food additive, a drug, or an ingredient of a cosmetic. Special emphasis is placed on proof of safety of chemicals used in foods because, in general, these require a more thorough toxicological appraisal than those used in cosmetics or as drugs.

# NEW PACKAGING and PROMOTIONS



Rubinstein Package for the School-Girl

HELENA RUBINSTEIN will start its annual Beauty in Paris promotion in July. Consisting of two augmenting treatment items, one free of charge, it features such combinations as \$1.25 Heaven Sent Eau de Toilette with free Heaven Sent Deodorant Cream, \$1.00 waterproof mascara with free eye cream, and White Magnolia Perfume Spray Deodorant with a free purse size cologne stick in the same fragrance at \$1.25. A new Rubinstein item, a sable lipstick brush in a white plastic shaft with a gold colored metal cover, sells for \$1.50. A new school-girl package contains a jar of Medicated Cream, for blemishes and surface irritations, and Beauty Washing Grains. The price is \$1.65.

CARYL RICHARDS, through its advertising agency, is undertaking an editorial-type publicity campaign, built around a monthly "Beauty Tips" advice column.

CHLOROPHYLL ROUNDUP: Pepsodent's (Lever Bros. division) Chlorodent toothpaste comes now in a large size 43 cents tube as well as the 59 cents size previously introduced. Also new is a 59 cents' package of Chlorodent toothpowder. Druggists Distributing Service is introducing a chlorophyll toothpaste, at 49 cents, in the New York market. Rival Packing Co. is un-

dertaking an extensive magazine, TV and radio campaign for Rival dog food, containing chlorophyllin to combat breath and body odors. Wally Frank Ltd. handles a pipe tobacco containing chlorophyllin. It is called No. 248 and costs 20 cents per ounce.

PARFUMS DONAT has introduced a new fragrance, Evening Capers, in Chicago. Packaged in rose and black velour, sizes range from half a dram (at \$2.25) to 2 ounces.

HARRIET HUBBARD AYER introduces Custom Colognes and Custom Cologne Soaps in four scents, Exotic, Floral, Tailored and Woodsy. The



Ayer's Woodsy Custom Cologne

colognes sell for \$1 per 1½ oz., \$2 per 3½ oz. size; cologne stick is \$1. The soap comes in a three cake box at \$1.

YARDLEY will introduce Bond Street and Lotus cologne sticks with a combination package of matching liquid and purse size solid cologne in either fragrance for \$1.95 instead of \$2.50, for a limited time only. The Bond Street stick is packaged in a blue frosted glass container, the lotus stick in white frosted glass. Each sells for \$1.50.

REVLON is marketing a new product, White Sable Liquid Cleansing Creme, with and without hormones. Without the hormones, in

a pink plastic squeeze container, it sells for \$1.50. The hormone product is \$2.25.

AZAZIA, INC. introduces a new eye drop product in plastic squirt bottles, three to a \$1.25 package.

KREML offers a 1⅞ oz. bottle of hair dressing with every 4 oz. size of hair tonic. The package retails for 59 cents.

MILKMAID introduces matched make-up, Cherry Pink, in indelible lipstick, rouge, foundation, powder eye shadow and mascara. Milkmaid will offer its products in plastic bottles in time for vacations.

CAMEO, INC. is introducing a new line of Smartee nail polish, in eight shades, containing nylon for higher gloss, better flow, and longer wear. Bottles have the Owens-Illinois Glass Co.'s Slo-Flo finish to retard flow of nail polish if accidentally tipped over. The polish sells for 25 cents per one-half ounce bottle. The Smartee line also includes a four ounce bottle of remover at the same price. The product is distributed nationally through syndicate variety stores, with special introductory promotions planned for Detroit, Chicago, St. Louis, Kansas City, Indianapolis, Cincinnati, and Toledo.



New Nail Polish (right), Remover (left)



YARDLEY introduces Compressed Lavender Blossoms, six individually packaged sachet tablets in a \$1.65 box.

JACQUELINE COCHRAN will introduce Bandwagon Red lipstick, complete with pseudo campaign button, on July 1 for summer and fall selling. The lipstick sells for



Cochran's Lipstick Entry

\$1.25 and \$2, matching cream or dry rouge for \$1.50.

PARFUMS CHARBERT is marketing five of its men's products in alligator-grain plastic flasks, as well as in the original alligator-grain covered glass flasks. The items include eau de cologne, after shaving lotion, talcum, spray deodorant, and hair dressing. The use of plastics is ascribed to demand for lightweight and packable containers.

DOROTHY GRAY is distributing Beach Trix 1952, a blue and white washable bag holding Sunburn Cream in a white plastic bottle, White Lilac Cologne in a blue plastic bottle, and Sea Coral lipstick. The package retails for \$5.

F. MILLOT is marketing a French made and packed purse-size cologne stick, in Crepe de Chine fragrance, at \$3.

DANA PERFUMES' Triplets are three stick colognes, essentially refills, packed in a carton. The unit sells for \$2.

BOURJOIS offers Evening-in-Paris purse-size cologne stick in an aluminum container at \$1. Endearing Perfume Stick in a metal container with a new push-up device is also \$1. The house will promote, through July, three packages

around the Evening in Paris Fragrance Festival theme. Featuring reduced prices, new Splash (cologne) & Carry (purse cologne stick) combination sells for \$1 instead of \$1.50; travel-size Scented Satchel cologne, cologne stick and perfume will sell for \$1 instead of \$1.50; Symphony of Fragrance, containing cologne and after-bath talcum sells for \$1.25 instead of \$1.75.

MARIE EARLE PRODUCTS introduces Aralinn Home Treatment package containing, in addition to a bottle of Aralinn for "contour corrective treatment," essential cream, freshener lotion and almond lotion. It sells for \$7.

PARFUMS EYVIAN, INC. will package Golden Shadows cologne in a carton lined with etched goldfoil and lettered in maroon.

LUCIEN LELONG introduces All Hands, "the non-stick hand stick." Packaging is a ribbed golden metal cylinder with snap-on-cap. It comes



Lelong's Hand Stick and Cap

in two fragrances. Balalaika and Sirocco. The price is \$1.

TONI is launching Toni Trio, providing different lotions for different types of hair, with an advertising campaign calling for 2-color inserts in leading newspapers in over 100 cities, radio, television, national supplement and magazine advertising. Trio consists of three types of kits: Regular Toni (earlier introduced as New Toni), Super Toni, and Very Gentle Toni. The use of different types of lotion allow control over the amount of curl obtained. The kits' waving

process is identical. Refill kits, which include a 1½ oz. bottle of White Rain lotion shampoo, sell for \$1.50. Trio will receive the principal portion of Toni's \$12,000,000 1952 advertising budget.

COTY offers a bonus flacon of sachet powder with each purchase of toilet water, for a limited time only. Among the choice of five fragrances is new "Meteor."

SHULTON, INC. is providing dealers with a three-dimensional easel counter display unit for its \$1 stick colognes.

GUERLAIN, INC. will introduce its new Atuana perfume in the U.S. this fall.

ALLEN B. WRISLEY CO. offers two special summer promotions in grocery, chain and drug stores in the East Southeast, Wyo., Col., Okla., Tex., and the Dakotas. A face cloth is given free with every plastic bag of Wrisley 8 cake toilet soap assortment; Pine Bath Soap special features an additional full size cake of soap for half price with every two at regular price. The three cakes are banded together.

WARNER-HUDNUT, deprived of Walter Winchell's program, due to the columnist's ill health, will spend more than \$1,000,000 this spring and summer for promotion of its hair preparations and three new Du Barry products: Penetrating Cleanser, Lotion Deodorant, and Flatter Face make-up. The amount will be allotted almost entirely to Sunday supplements.

GOURIELLI introduces Deodorant Stick for both men and women. Packaged in glass bottles they are \$1 each.



Gourielli's Deodorant Stick Display

ANDREW JERGENS CO. is launching its new Dryad deodorant with a national advertising campaign, June through August. A 29 cents' size will be given as bonus with each purchase of the 49 cents' size, for a limited time only.

COLGATE-PALMOLIVE-PEET CO. will sponsor a \$20,000 per week summer quiz program, Big Payoff, over NBC-TV. The regular 29 cent size of Palmolive After-Shave Lotion is being given free of charge with each purchase of giant-size Palmolive or Colgate Shaving Cream, lather or brushless, at regular prices. The offer is for a limited time only.

NESTLE-LEMUR offers dealers a two package bonus on every ten of Hairlac and Egyptian Henna, until July 15.

THE LANDER CO. is introducing a sister product to its Emily Rogers New French Formula Lipstick, a nail polish in seven shades to match the lipstick. It comes in a spillproof bottle on a merchandising card, the first time this variety

cate with each purchase of a product, entitling the customer to enter a contest whereby saving bonds will be awarded to the 101 letters of 25 words or less completing the sentence: "Kings Men toiletries are the most desirable Father's Day gift because . . ." New Kings Men electric razor pre-shave sells for \$1.65.

CHARLES THE FIFTH is marketing a toning comb, to cover gray hair, at 97 cents.

SUPERIOR PRODUCTS CO. has started national distribution through variety and chain stores of Sue Pree, a new line of nail polish in Owens-



Sue Pree Counter Card

Illinois "Safety-Flo" bottles. The bottle opening controls flow and prevents spilling. The product comes in eight shades and sells for 10 cents.

HELEN PESSI, INC. has added five new packages to its children's toiletries line. Bubble Bath Powder, containing 20 packages of concentrated perfumed bubble bath powder in a gift box, sells for \$1, talcum powder 75 cents, dusting powder \$1.25, Deb Duet, a stick cologne and toilet water combination \$1.50, and Natural Lipstick \$1.10.

DRYLON DIVISION, Scholl Mfg. Co., is introducing Drylon, a moisture absorbent anti-chafe powder, for use under nylon stockings. It sells for \$1.

ELIZABETH ARDEN is continuing its intensive promotion of Italian Duet, the single holder with a different color of lipstick at each end. The price is \$1.

DE HERIOT, INC. is marketing miniature sachet hearts in an acetate hat box, containing forty or more, at \$1.

PRINCE MATCHABELLI introduces Summer Shower cologne. Water-blue in color, it comes in a clear



Matchabelli's Summer Shower Cologne

bottle with lily-pond-in-the-rain design screen. The 8 oz. bottle sells for \$1.65.

PROCTER & GAMBLE CO. is undertaking New Prell "Radiance Tests" in various locations, such as Yankee Stadium and Grand Central Station in New York, for filming as television commercials. Employing models with one half of their hair shampooed with New Prell, the other with another leading brand, passers-by are asked: "Which side of this girl's hair looks more radiant?"

LADY ESTHER is promoting a special combination of Bridal Pink face powder and matching indelible lipstick at 98 cents instead of \$1.55.

CONTRESS, INC. is distributing Fashion Color Streaks, a temporary hair-coloring, through leading department stores.

J. DEL RUSSO, INC. introduces Pink Dew cleanser at \$1.50.

ELMO, INC. is introducing a new powder deodorant, Deo, in a two ounce "dusting dispenser" package. It may be used to combat excess perspiration or as deodorant on the feet. It sells for 65 cents.

JOHN ROBERT POWERS COSMETICS CO. has abandoned its policy of exclusive distribution.

ALMAY, a Schieffelin & Co. division, has introduced a new lipstick at \$1.10.

CHAP STICK CO. has scheduled an intensive advertising campaign for So-fair, an under arm and leg hair shave cream for the distaff half.



New Application for Merchandising Card

store principle has been applied to the sale of nail polish, according to the concern. It sells for 29 cents. The lipstick has passed its three millionth mark, ascribed to the close record kept of color trends.

KINGS MEN adds Solid After-Shave Lotion to its men's toiletries line. Containing hexachlorophene, it is said to be antiseptic and to double as all-purpose deodorant. It is packaged in a crystal cylinder with a red and black box. The price is \$1.25. Kings Men's Father's Day promotion featured a gold bond certifi-



# WHAT THE RETAIL BUYERS REPORT

## Midwestern Stores Reap Excellent May Business; Negro Cosmetic Market Expanding

JEAN MOWAT

**Chicago**—Mother's Day business set a new sales record throughout the Middle West in both cologne and perfume. Soap, of the deluxe type, was also in good demand. In general, all other items—such as unusual packages of bath-oil with several fragrances—moved in substantial volume.

### May Business Excellent

Several stores throughout the Middle West reported that the May business exceeded last year's, and in some instances it was rated well with that of Christmas.

Among the outstanding items was the travel-kit, either filled and priced for resale at \$6.95, or the plastic container at \$3.50 and \$3.95. The gayer these bags are the more sales appeal is reported. At the same time women are complaining that instead of two jars and two bottles they would like four smaller jars and one bottle. As these kits come packed with these plastic items the departments have no way of making them up to suit the customer.

Complete kits are becoming more and more popular for office use as well as travel. The expensive fitted cases are not moving, whereas the inexpensive kits are almost impossible to keep in stock.

### Summer Fragrance

The first of the summer sales became important the middle of May when the \$1 colognes appeared and the two-for-one price lipsticks made their re-appearance for the summer wardrobe. Stick colognes have moved forward somewhat but there is still some hesitancy about these purchases whereas the liquid fragrances have continued to increase in sale.

Smaller cologne sticks, as in two or three fragrance units, are doing better than the large sticks which predominated the past two years. Decreased sales may also be attributed to display. The sticks are shown, but in contrast the liquid

colognes in a range of tints make a much more appealing presentation and sales are often made just from the color, according to buyers. Taking a cue from previous years, these are kept away from strong stock and showcase lights, so that the color may be maintained better.

### The Negro Market

Throughout the Middle West—Chicago, Kansas City, Detroit—there is an ever-increasing Negro population eager for the finest in cosmetics and fragrances. In make-up the lighter foundations and the natural powder tints are selling well in these areas. Many of the stores have not been carrying these lighter tones because of the demand for the sun-tan effect. These women also buy the most luxurious items in rubbing lotions, bath salts, bubble and oils, and this quarter the sales, exclusive of Father's Day and the graduation business, showed an increase in their volume.

### The Hair Market

Not in years has there been so much display, advertising and stress, by beauty shops, department store demonstrators and chatter of saleswomen, about hair. Emphasis ranges from scentless pomade which makes any permanent behave and look like real "hair" to the dozens of shampoos, hair tints, hair pencils, rinses, and curl liquids to the finer castile soaps for the home shampoo.

There is a great diversity of opinion regarding permanents and what shall be carried in the store, from city to city. Indianapolis favors one, Chicago has attraction for several, and where there is much hard water different types are effective. The Golden Rule, St. Paul, is always stressing hair-care; Emery Bird and Thayer, Kansas City, is another that devotes columns to the subject; and the St. Louis stores are strong exponents for the right wave for the type of hair one has.

Excellent cologne, deodorant, travel-kit, shampoo and other hair goods sales herald sound summer opening.

Warm weather encourages poodle cuts, which in turn stimulate home permanent sales.

Constantly outstanding volume in anti-wrinkle and face-lift products indicate fertile field for cosmetics for the older woman.

The business is on the increase and the wise manufacturer who has not yet prepared ointments to keep the scalp in good condition, the hair with a lotion for lively luster will find that he has missed an important market. The poodle cut has added to the demand for all these items and continues to grow.

### The Sampler Invasion

When *Ciro* came out with its sampler it created considerable interest and every other maker shopped the sales. If any one doubts the wisdom of that decision, all he needs do is walk through any department and he will now find fragrances, cologne and/or perfume in units of two, three, four and even five with bath-oil fragrances in six or seven. The fact that a woman finds the difference and can later use the one fragrance which pleases her most is one way of increasing sales.

According to several buyers *Ciro's Danger*, was on the inactive list, but it has moved forward merely through the use of the tiny vials which have given women the opportunity of trying it several times. This idea was the first break from tradition and it may be expected to continue. Four ounces or six ounces of the same fragrance in cologne is not only poor salesmanship on the part of the maker but it does not give the customer the lift that a different fragrance does each day. The women buy the

small containers, but the men purchase the large bottles.

Any manufacturer who has a smart idea, whether it is to put several tiny vials of fragrance in a flower pot, or in a "baton" will find that if these are priced over \$1 the item is a dodo. Gadgets are definitely needed to brighten the

The top layer, actually the cream of the cosmetic business, is being done in the smart hospital gift shops. Treatment lines, carefully chosen even to the units, and unusual but exceptionally fine fragrances are offered in these shops.

The sales are not necessarily confined to the personnel of the hos-



Fresh muguet flown from France was distributed to passers-by on New York's Fifth Avenue by celebrities who joined in Coty's annual May Day Muguet des Bois promotion. "Miss Coty," of radio and television, pins a sprig of muguet on Jean Despres, executive vice-president of Coty. Looking on left to right are Arlene Francis, Maggi McNellis, Dorothy Kilgallen, and Audrey Hepburn.

departments, and to make the purchase of a small gift important and smart.

With all makers now completing work on their holiday lines there are small parties, office, home, club, etc., with a \$1 top limit per item. Why not offer such things for these buyers and also for tree decoration? Most of the items that have come for tree trims have been too expensive for the average working person and so other departments are shopped.

With the current situation any idea which can induce a dollar to remain in the cosmetic department will be warmly welcomed by all store divisions. And if the maker will get behind these gadgets and give them a shove it will mean good business.

## New Orleans Lively; Colognes, Deodorants, Denney's Beauty Strap Top Turnover

LEE MCKENNON

**New Orleans**—With the summer season here in temperature, if not on the calendar, colognes are selling quickly, the buyers say. And naturally colognes marked down in price are leading the field. Tussey's cologne, the \$2.00 bottle on sale for \$1.00, is doing very nicely at one of the larger department

pital: members and friends of the women's board too are among their customers. And with an average mark-up of 40 per cent these shops do not give merchandise away. The containers offered are small but the repeat business is reported to be excellent. Merchandise is never offered on special sale.

### A Note on Gift-Wrapping

Women do not want to have packages factory gift-wrapped. Saleswomen are doing a job for which there is usually no charge; only if an elaborate package is wanted is there a fee. But at the moment customers are dead-set against the "extra" charge for a package whose contents they have not examined.

stores as is Dorothy Gray's Hot Weather Cologne, marked to half price. The customer continues to favor reduced items, though seasons and preparations change.

Deodorants are also going very well just now and Jacqueline Cochran's Lotion Deodorant, marked down from \$1.75 to \$1.00, is enjoying brisk sales.

Treatments, which usually find more demand in autumn and winter, are selling very well here this month. Elizabeth Arden's Firmo Lift treatment and Treatment Oil duo for \$4.25 are moving right off the counter, to the buyer's satisfaction. Francis Denney's Invisible Beauty Strap keeps up its steady gratifying volume of sales. Marie Earle's Aralinn also continues to sell nicely, and the buyer thinks her plaster-model-head with painted arrows indicating massage strokes displayed on the counter attracts customers, while the quality and advertising result in repeat sales. Marie Earle's Masque Glace has just been introduced at one department store in the 8 tubes for \$3.00 but is already selling nicely and is very attractive to travelers.

### The Sun-Time Market

Again buyers report that New Orleans just doesn't use the volume of sun tan preparations that might be expected. Beauty preparations for bronzing lag. One buyer ventured the opinion that women here have a tendency to remain white, once providence has made them that shade.

Gadgets and innovations still lure the customer. Elizabeth Arden's new Italian lipstick duet sold out quickly at one department store and was going nicely on the reorder. The two-for-one angle helps, of course, but the idea of two shades in one lipstick container seemed to intrigue the customer, the buyer said.

Angelique conducted one of the most unusual programs in New Orleans recently. Their 1908 Glide automobile, in glistening condition, stood in front of the department store with a linen-dustered chauffeur on the front seat and a lovely living model on the back seat, also in linen duster and large veiled hat of 1908 vintage. To any purchaser buying Angelique's Black Satin, White Satin or Gold Satin perfume during the promotion, delivery was made in the Glide auto. The buyer reported the promotion created a tremendous interest and a nice volume of sales resulted.

### Merle Norman Cosmetics, Inc. Relocated in New Building

Merle Norman Cosmetics, Inc., has moved from Santa Monica, Cal. to larger quarters in a modern new building at 9130 Bellanca Ave. at Arbor Vitae, Los Angeles 45, Cal.

## Cincinnati Goes Warm-Weather Shopping; Florals, Pink Shades, Permanents Among the Leaders

MARY LINN WHITE

**Cincinnati**—Though one cosmetics retailer had shop-talked earlier that "after Easter, the toilet goods market dies," the weather took a turn that gave him the lie. Sudden warm summer weather enticed unusual numbers of shoppers downtown, and an unusual number of them bought in the cosmetics departments.

Probably the biggest single selling item was Tussy's annual reduced price event in the cream deodorant. Every store carrying it sold it well in multiple, and apparently nobody wonders what will happen to the deodorant market while the ladies wait for the reduced price promotion to come again.

### Revlon Lacquer Top-Seller

One item which proves, however, that you don't have to reduce a price to produce a sale, is Revlon's new scientific nail lacquer item with the under and top coats of lacquer packaged together. Mabley and Carew reported great success with it.

### Anti-Sag Items Lift Sales

Other fast and constant-selling merchandise, price or no price, are the various anti-sag and anti-wrinkle products. Though several of them bear a \$5 tag, Dorothy Gray's Remoldine, Rubinstein's Contour Lift, and Denney's Invisible Chin Strap still continue to walk right out of stock at every counter. Ditto for Coty's A & D cream.

It's a great season, as usual, for florals in scents. Coty's Muguet de Bois, as usual, is paying off on its promotions, but all name brands of toilet waters and hot weather lotions are in wide demand. Mother's Day advertising spurred this development. Shillito reported a run on Ann Haviland's "Blue Hyacinth" with Ciro's "Danger"—plus—another—scent doing very well, too.

McAlpin's had continued demand for home permanents, though most cosmetics department buyers had predicted a decline in this market. Lilt still does well, as does Prom and the New Toni, but Shadow Wave is proving more popular by the week, as word of mouth information gets around about how easy it is to use. The

warm weather's push to poodle cuts is of course an impetus to the home permanent sales, too. Alms and Doepke, already enjoying good sales in home curling kits, expects an even greater business as summer heat encourages more short hair-dos that must be cut often and curled just as often.

Pink shades are favored in rouges and lipsticks, with many inquiries still being received at the counters about the stay-on qualities of the pigments. Max Factor's non-drying indelible lip-color was attracting attention at its special Shillito counter.

### Promotions

As for future plans: all stores will tie in with the advertising and push for Revlon's new liquid cleanser. Shillito will do a bill-enclosure stunt with multiple Corday perfumes at reduced price.

The special-representative type of promotion, with demonstration, always seems to succeed here. It was done with Antoine's blended powder and salesgirls in the department wore Elizabeth Arden's "star twinkle" (eyelid glitter) for a week. Both did very well.

Though good business is the rule rather than the exception for this season, none of the buyers really seem to be trying to figure out why, except to attribute it to the weather. Apparently, too, if the "bottom falls out," perhaps next month or the next, they won't try to get at the cause of that, either, except to say it's the summer slump. Toilet goods people do not seem to try to get at the psychology of why a woman buys, or doesn't, as eagerly or endlessly as do those who must sell in the apparel field.

## News-Type Advertisement A Huge Success

MAGGIE FLEMMING

**Buffalo**—The much-contested point that less advertising copy and more white space producing better results in advertising and sales promotion suffered another blow this past week. The occasion was a full-page ad loaded with copy, having the format of a straight news sheet, which was run by the William Hengerer Co. and produced outstanding results. Topped by a masthead entitled,

"Hengerer's Beauty News," this full-page beauty sheet was inspired by the full-page editorial-type ad which J. L. Hudson first experimented with so successfully.

### "Coverage"

Flanked by a page-long Beauty Column in the left margin, the balance of the page was devoted to editorial-type stories highlighting the benefits of the cosmetics concerned. "Coverage" included Frances Denney's Invisible Beauty Strap, Dorothy Gray's Sheer Velvet Film Foundation and Milkmaid's Cleansing Milk and Emulsion . . . also Richard Hudnut Children's Home Permanent for Hard-to-Wave Baby-Fine Hair, Breck Shampoo with free 50¢-size of Breck Hair Dress, and Tussy's half-price deodorant.

Dissenting contentions to the contrary, this type of ad does draw marvelously well, and results of this current run add double strength to this observation.

### The Fragrance Lines

At J. N. Adam's it was found that far more perfumes and colognes were sold for Mother's Day this year than last year. Faberge maintained a lead as the favorite, their \$3.00 package containing four different fragrances proving the most popular choice. In miscellaneous toiletries, Elizabeth Arden's new duet two-in-one lipstick at \$1.00 made an impressive entrance, as did Harriet Hubbard Ayer's new Ayer-Magic.

Hair goods are the leading merchandise right now, this being the season for them. Volume on home permanents has even exceeded its already high total, and Clo—the castile shampoo containing chlorophyll—was finding excellent acceptance, along with White Rain and the Breck preparations. The proximity of summer seems to hold the promise of greater profits than have been experienced thus far this year.

## 84-Year Old J. R. Watkins Co. Starts First Advertising Drive

The J. R. Watkins Co., door-to-door distributor of food and cosmetics, will undertake the first national advertising campaign, through magazine and farm publications, in its 84 years of existence. The firm has approximately 15,000 dealers and handles a line of hundreds of items.





## stock but stylish too

You get all the moneysaving advantages of stock bottles and jars combined with style and sales-provoking design when you pack to attract in Maryland Glass. A wide variety of classic designs in a complete range of sizes is always in stock, ready for immediate shipment. On the other hand, we'll create a distinctive design for your exclusive use if you'd like. Just drop us a line giving us the nature of your product and the sizes you pack. We'll submit samples and prices without obligation. Write today.

Maryland Glass Corporation, Baltimore 30, Maryland.

## pack to attract in maryland glass

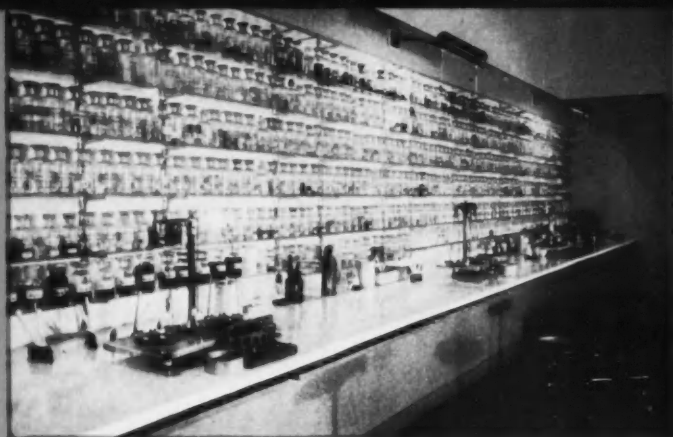


The Givaudan plant at Geneva, Switzerland

The Givaudan plant at Lyons, France







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**CONTINENTAL**  
**ASSOCIATIONS...**

in France, Switzerland and elsewhere in  
Europe, our staff is constantly  
in touch with new developments and trends in  
fragrances... always seeking to  
broaden the scope of your creative abilities  
with finer and more varied materials.

"Fragrance is your business  
...and ours"



*Givaudan-Delawanna,*  
Inc.

330 West 42nd Street, New York 36, N. Y.

Branches: Philadelphia • Boston • Cincinnati • Chicago • Seattle • Los Angeles • Toronto



S-15: 22, 24, 28, 30, 33mm and larger metal or molded caps

### Calmar Plastic Sprayers

Guaranteed satisfaction in luxury colors at low cost for glass cleaners, residual type insecticides, space deodorants, medicaments, moth sprays, etc. Red, blue, green, yellow, ivory head and collar combinations.



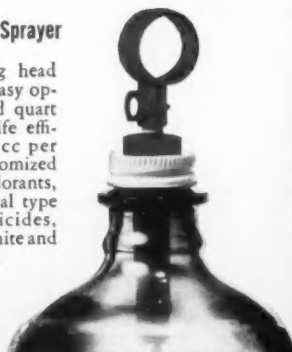
S-20: 20mm caps only



S-10: 18mm and smaller caps only

### Calmar Heavy Duty Sprayer

Unique plastic ring head construction gives easy operation for pint and quart applicators. Long life efficiency delivers 3 cc per stroke in a finely atomized spray for room deodorants, disinfectants, residual type insecticides, fungicides, moth sprays, etc. White and red collar and head.



S-15/L



No. 1



No. 2



No. 5

### Calmar Plastic Dispensers

These low cost attractive dispensers are featured by many leading manufacturers of hand lotions, liquid soaps, baby oils, beauty preparations, and household products. Calmar dispensers are equipped with stainless steel balls and springs. Calmar dispensers will never corrode when used with dispensable liquids not containing aromatic hydrocarbons, ketones or esters. All of the smart ivory head styles illustrated are assembled to jet black molded caps from 18mm to 33mm.

### Calmar Mohair Applicator

Designed primarily for cleaning fluids, this functional closure is available in 28mm cap size with red enamel metal cover.



### Calmar Atomizers

Save money yet actually improve your package with refreshingly new pastel colors. Compare Calmar's non-plugging, fine mist atomization with any metal atomizer. You will be amazed! The snow white polyethylene mounting will never discolor or corrode.

Complete assembly includes matching color urea caps and rubber bulbs in your choice of Dawn Pink, Laguna Green, Light Blue and Off White. Immediate shipment of stock colors in urea cap sizes: 15-415, 18-400, 18-410, 20-410, 22-410.

Special color caps and bulbs also available. Can be mounted to your own caps.



Valveless rubber bulbs for colognes, anti-perspirants, hair preparations and products requiring the finest atomization.



Valve-equipped bulbs for room deodorants, hair dressings, medicaments, disinfectants and similar products.

\*

CALMAR COMPANY • 6800 MCKINLEY AVENUE • LOS ANGELES 1, CALIFORNIA

Write for samples, specifying cap size and inside bottle height of your package

## Lukewarm Attitude Hits West-Coast Trade; Projected Promotions Include Annual Beauty Bazaar

DON COWLING

**Los Angeles**—There seems to be a feeling of indifference, or what's the use, in many department stores in this territory. One buyer went into the store's anniversary sale completely worn out.



Miss Colorado of 1951 (Miss Jo London), on the behalf of Marcelle Cosmetics Inc., recently presented complimentary Marcelle Hypo-Allergenic Cosmetic sets to pharmacists attending the Annual Druggist Seminar held at the Albany Hotel in Denver. The Annual Seminar, sponsored by the Rocky Mountain Medical Representatives Society, the College of Pharmacy of the University of Colorado and the Colorado State Board of Pharmacy was conducted once a week for six consecutive weeks, climaxed by the annual banquet and entertainment. Collins Shafer, Marcelle representative, in an address given before the Seminar, pointed out the increasing market and potential in the sale of Hypo-Allergenic Cosmetics. Left to right: Collins Shafer, Marcelle representative, Miss Colorado 1951, and Ralph E. Kemp, executive secretary of the Colorado State Board of Pharmacy.

The night before the sale all the salesgirls departed promptly at 5:30, stock boys had quit and not been replaced at the time of the sale, and when the buyer tried to reach store executives in an appeal for help she found they'd gone home, too. So she loaded trucks and brought up merchandise until midnight to prepare for the sale. Another buyer wondered which way the tide of indifference was flowing. Was it moving upstairs from the lower brackets, or was it a reflection lower down of management frustration? Negotiations are under way in San Francisco at this writing with retail clerk's unions which are asking for a 35 hour week and an increase of 20¢ per hour.

### Direct Mail Folder

Lipman-Wolfe's buyer, Robert Keene, has just compiled results

from a direct mail folder which was sent to the store's entire mailing list the end of March. This in-between date was chosen deliberately in the belief that it would receive more attention than would one sent out for Easter, Mother's Day, or any other of the featured days. The cost was divided among 26 manufacturers, and all paid off except one: dresser sets. This buyer runs many "reader type" newspaper ads in full and half pages. The ads closely follow regular news page makeup, with only one or two 1/4 display ads on the page.

### Annual Beauty Bazaar

Meier and Frank are readying their annual Beauty Bazaar. The section is completely redecorated in a floral motif, all treatment lines

are asked to send their travelling consultants for the week, a canned television show is projected in the department (Portland does not have television) and much newspaper advertising directs attention to the Bazaar. Sales figures here, too, are up. No special prices are made for the Bazaar; stress is on the theme of information and instruction on beauty care.

Perfumes in bulk are rapidly disappearing from West Coast toiletries sections. The Bon Marche in Seattle and Meier and Frank in Portland each feature a large and fully equipped bulk perfume bar, with a regular girl in charge, but in most stores bulk perfumes have been played down or completely eliminated. Much of this attitude on the part of the stores toward bulk perfumes has been brought about by the interest and attention to their individual dram sizes by manufacturers.

## Dallas Volume Up to Par; Good Summer Seen As Anticipated Sales Drop Fails to Materialize

JEAN ROBERTS

**Dallas**—Department stores and chain drugs report that cosmetic sales continue to be about in line with those of the same period last year, even though most other cities are said to have suffered a noticeable drop. Department heads have been anticipating such a drop here, but so far it has failed to materialize, and a good summer is now expected.

### Mother's Day Sales Good

Mother's Day sales were good and offered a wide variety of items. Clerks were divided on the questions whether buyers were more dollar-conscious. Expensive perfumes sold well, but so did colognes and sachets. Again the packaging played an important part in choice.

### Promotions

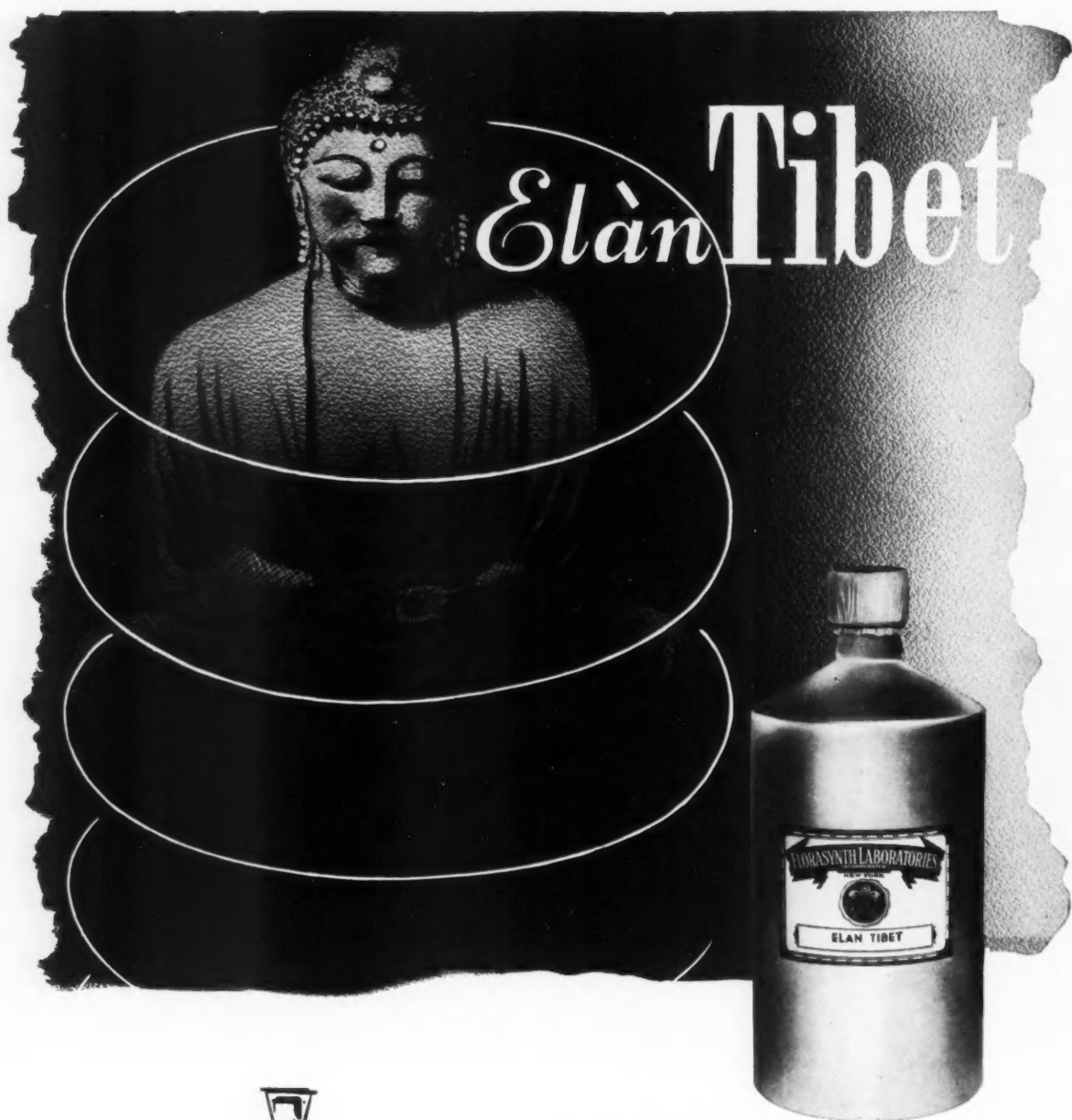
The season after Mother's Day is an in-between one here. The weather is warm but not quite hot enough to concentrate on sun lotions and such related items. One store featured a display of shampoos, hair conditioners and home permanents with a warning about the sun's effects on hair and urged to prepare for protection now.

Max Factor's new stay-on lipstick was introduced here this month with large display ads in the newspapers and matching edi-

torial copy. Sales were very encouraging.

A. Harris & Co. introduced a new kind of advertising. A complete page in the newspaper, set up in editorial style and labeled Harris' Beauty News, ran editorial items on seven cosmetic items, two display ads and a column featuring seven smaller items. Clerks reported that this ad brought immediate results; sales could be directly traced to this page. Harris' reports that its new and enlarged cosmetics department has had even better than expected traffic since it was opened a month ago. This department also took on a new line, Marie Earle, which it has advertised extensively with good results. Among the good sellers this month have been a Chavert package of purse perfumes and Mary Kent's Cream Sachet. Angelique perfume introduced at a large fashion show also brought in customers. Dorothy Gray's Remoldine featured in display advertising and editorially also has sold well.

Sanger Bros. reports Dorothy Gray's Summer Cologne among its best sellers. This store always features a well rounded promotion program dovetailing newspaper ads, radio spots, windows, mailing pieces and window displays into floor displays. Clerk training also is a big part of its schedule. This is a large department and does volume business.



Floral creation of unusual intriguing  
odor...suggestive of the subtle charm and  
mystery of the native background  
with an appealing character that lends  
delicate bouquet to toilet waters and perfumes.

*Samples upon request*

*Florasynth* LABORATORIES INC.  
CHICAGO 6 • NEW YORK 61 • LOS ANGELES 13



DALLAS 1 • DETROIT 2 • MEMPHIS 1 • NEW ORLEANS 13 • ST. LOUIS 2 • SAN BERNARDINO • SAN FRANCISCO 11  
FLORASYNTH LABS. (CANADA) LTD.—MONTREAL • TORONTO • VANCOUVER • WINNIPEG • FLORASYNTH LABORATORIES DE MEXICO S. A., MEXICO CITY





## The Editorial - "WE"

### An Honor Well Deserved

NO man in the American perfume and cosmetic industry has been so universally honored, so unanimously acclaimed, as Col. Marston T. Bogert. Recognition for his services to perfume and cosmetic chemistry was given when the Society of Cosmetic Chemists named him to receive the first annual medal award. To celebrate his eighty-fourth birthday, Colonel Bogert has now been honored by the Chemists' Club of New York, which took the occasion to name the front dining room of the club The Bogert Room. We can only add our small voice to the many that say that this is an honor well deserved. In fact, we are proud that, of all of the branches of chemistry which Dr. Bogert has so well served through several decades, cosmetics and perfumery remain, or so we think and hope, his first love.

### Disclosing Beauty Secrets

CONSUMER surveys, that will ever fascinate us. Each new report that comes our way deserves wide distribution and careful study. We can do little more than call such surveys to our readers' attention, to point out some of the interesting data, perhaps to spotlight what appears to us to be a weakness or strength. Latest to come our way is an attractive spiral-bound booklet entitled, "Beauty Secrets," being the Consumer Panel Report for 1952 of *Good Housekeeping*. An interesting feature of the report is that included, at the end, is the questionnaire sent to the panel. Some fundamental objections have been raised against reports of this type in the past, and they have never been adequately answered—namely, that the cross-section of readers should not be considered indicative of the American population at large, and that there is a tendency of readers and panel members, even when sending in an unsigned questionnaire, to exaggerate

the number, types, and frequency of use of products. We are rather skeptical, for instance, of the ability of a woman to type her own skin as being "normal," dry, oily, or what have you. We note, for instance, that of the 609 women between the ages of 25 and 35, 9.9 per cent said their skin was oily, but in answer to another question entirely, 13.3 per cent of exactly the same women said that oiliness was their chief skin problem. In thumbing through this survey, we found that 160.7 per cent of the 1830 women use solid or liquid cologne, toilet water, or perfume. Actually, this statistic is not quite so absurd as it seems on the surface, for half of the women use perfume, three-fourths use toilet water or liquid cologne, but how much the two groups may overlap is not indicated. It should never be overlooked, however, that a study of this type is not more than an indication of the readership of a magazine, and does not indicate buying or use trends in the population at large, except to the very limited extent that the general population and the magazine readers are typical of each other. For example, one-third of the panel has an income of over \$5,000 annually, some seventy per cent are home owners, and well over half come from homes whose male head is a professional, semi-professional, proprietor, manager, clerical, or sales worker. It requires no expert in American population to see, on the very surface, how atypical such a group would have to be.

### Another Consumer Study

PERHAPS more can be learned from the twenty-ninth comparative report of the Greater Milwaukee Market, compiled and published by the *Milwaukee Journal*. The front material in this report, detailing the method of sampling the area, will prove of great interest, and the inclusion of comparative figures for each year from 1948 to 1952 will enable the reader to note trends. To what extent

these trends may be accurate for the entire Milwaukee population, and may be typical of groups in other cities, larger and smaller, consumer analysts will no doubt argue. "Do you buy any toilet articles or cosmetics in grocery stores?" the reader was asked, and 32 per cent answered in the affirmative. Compare this with 27.4 per cent, 18.6 per cent, and 8.2 per cent of affirmative answers to the same question in 1951, 1950, and 1948, respectively, and the establishment of a trend is inescapable. But the key word in this question is "any." There is no indication of the number of toilet articles purchased in such an outlet, the type of toilet articles so purchased, and whether the volume of toiletry purchases in the grocery stores has increased for those who were answering this question with a yes in previous years. For it would be difficult to name a trend in the purchasing habits of women more important for the cosmetic industry than the utilization of the grocery store outlet, and it is regrettable that, in one single question this significant story is summarily dismissed.

### House-to-House Sale of Cosmetics

WE have referred repeatedly to the volume of cosmetic products now being sold through food store outlets, and particularly through the supermarkets. This is one side of a revolutionary picture that may in due time become the most important new factor in cosmetic merchandising in the United States. And the other side? That is the extremely large sales of certain cosmetic products by house-to-house salesmen. A study was recently completed by Industrial Surveys, and the president of that company, Sam Barton, reported its findings to the Affiliated Drug Stores convention in New York City. Mr. Barton found that, of seven products studied in the cosmetic and drug market, the house-to-house sales for four such products represented "from ten to twenty per cent of the total dollar volume." To summarize, no house-to-house sales were found for dentifrices and home permanents. However, for face powders these sales represent nineteen per cent of the total business, for face cream sixteen, for lotions fifteen, and shampoos eleven. Furthermore, for two products studied, shampoos and hand lotions, the two newer types of outlets, food stores and home sales, already amount to more than



one-third of the total dollar volume and in both of these cases this total is within a stone's throw of the drug store and far outdistances the department store. This is a phenomenon whose causes on the one hand, and whose possible repercussions, on the other, are crying for serious study.

#### New Business or Old?

**T**HAT this trend toward new types of outlets, particularly the house-to-house sales, although perhaps not the grocery store sales, may represent new business, and not a diversion from the major channels of distribution, is the theory that was voiced at the recent and successful convention of the Toilet Goods Association. It is believed by many leaders in the industry that house-to-house sales reach new people who would otherwise not purchase at all, or would not purchase as frequently, and that exposure of the woman to the merchandise is a form of advertising that creates a new market, without diminishing the old markets. If the future verifies this analysis, then it is entirely possible that cosmetic sales will continue to soar in the years to come, because of the discovery and exploitation of the new selling approach. However, a question that has not yet been answered, and which requires thoughtful consideration is this: What effect, if any, will such new markets have on the packaging, pricing, formulation, research, and other phases of cosmetic manufacture and sales?

#### No Saturation Point

**H**AS the cosmetic industry in America reached its saturation point? This is one of the most significant questions discussed at the recent meeting of the Toilet Goods Association. As we listened to the scientific papers on various fields of research, we were struck by the fact that in research could be found the answer to those who believe that saturation point to have been attained. If research is to open up new methods of production that will bring forth products of greater performance value, greater purity, having qualities not now attainable through the materials on the market, then new expansion is inevitable. Surely, the field of hair preparations has not yet been fully exploited, despite the remarkable advances during the past decades. Imagine what

the effect on the sales of hair products will be when more efficient and more permanent, remedies for dandruff and baldness are announced. That they will be forthcoming in the future, we do not doubt, and that they will open up an entirely new field for cosmetic sales would seem beyond question. It is above all in research that there will be found the answer to the belief that a saturation point has been reached or is being approached. The entire matter, however, is much more complex, because it involves the outlook for population growth, which seems to be quite readily predictable (or so we are told, at least, by population experts), and the outlook for price trends, inflation, and economic stability, which is certainly beyond the area of agreement, so far as the gazers into the future are concerned.

#### What Next for Chlorophyll?

**H**AS the zenith of the chlorophyll cycle been reached: Will chlorophyll, from this point on, be on the defensive? There seems to be an increasing tendency on the part of the public to question the claims, certain government agencies are reported to be concerned about such claims, and now, for the first time, a company not using chlorophyll has mentioned that product by name, and declared it to be inferior for deodorant purposes. This step was taken by Lambert Pharmacal, whose advertisement in the May 19 issue of *Life* announced: "Listerine Tooth Paste Proven Clinically Better Than Chlorophyll To Stop Bad Breath." It is rather well known in the industry that some comprehensive studies of the deodorant properties of chlorophyll have been conducted recently, and the results have not been favorable to chlorophyll. It is known that there will be at least one, and possibly more, frontal attacks on chlorophyll at the December scientific meetings of the industry, but already some people are asking whether the entire question might be academic by that time.

#### Announcing Nardenisation

**I**N the renowned European aromatics firm, N. V. Chemische Fabriek Naarden, located in Holland, a process for the purification of essential oils has been developed, and appropriately enough has been named *nardenisation*. In a recent article in *Soap, Perfumery and Cos-*

*metics*, nardenisation is described as being based on "the principle of chosen solvents acting in a counter-current stream and separating in the oil under treatment all the oxygenated derivatives of the carbohydrates." Aside from the slight confusion in the terminology of the above quotation, in which the word "carbohydrates" seems to be employed where we would speak of "hydrocarbons," it would seem from the definition that this is a new method of removing terpenes and sesquiterpenes from the oils, without resorting to distillation. Mr. J. J. L'Eplattenier, chief perfumer of the firm that has developed this new process, naturally enough describes it with great enthusiasm, referring to the unusual olfactory qualities of the nardenised oils. The latter include petit-grain, clary sage, coriander, patchouli, vetivert, ylang ylang, nutmeg, bay, rosemary, bergamot, lemon, orange, and many others. Will these products meet the acceptance that the sponsors claim to be warranted by the quality? The introduction of new perfume notes, of new variations on a known note, has always been met with resistance. The perfumer, writes this particular perfumer, "must become accustomed to the odor values of the oils which have been nardenised, and which for the first time show their real face, without the disfiguring mask of the hydrocarbons; he must make the acquaintance of a true bergamot, a true patchouli and a real ylang. Lastly, he has to revise his technique of compounding, in view of the new properties of the nardenised oils." We can only hope that, in the enthusiasm for this new process, its sponsors are not expecting such changes to take place at the snap of a finger or at the first whiff of the nardenised oil.

#### A Bouquet for Norda

Congratulations to our friends at Norda Essential Oil and Chemical Co., winner of an Award of Merit at the Associated Business Publication show, for outstanding achievement in industrial advertising. The Norda touch in industrial advertising has been light and humorous, but not without considerable substance. To the Fred Gardner Co., the advertising agency that is responsible for this campaign and to all those at Norda who have collaborated in this successful work we offer our congratulations.

# New Products and Developments

## New Wax

A smooth, ivory-white wax called Ceramol for cosmetic formulators has been announced by Aceto Chemical Co., New York, N. Y. It is said to produce extremely stable oil-in-water emulsions when compounded with inexpensive oils with or without the addition of lanolin. Its stability over a wide pH range permits formulations which include acids, alkalis, or salts. The emulsion can be produced over a wide range by simple agitation it is stated. It is recommended for the preparation of creams, shampoos, ointments and various specialties.

## Synthetic Wax Beads

High melting point (143 deg. C) synthetic wax, Acrawax C is now available in the form of beads according to Glyco Products Co. This new form is claimed to offer definite advantages in handling and use. The beads are said to be relatively uniform small particle size which flow readily when poured from the drum. Samples are available on request.

## Perfume Blotters

Perfume blotters printed and plain in card and book form as well as paddle perfume testing blotters are offered by Frank Orlandi. Samples of blotters and also of small sachet packets may be had for the asking.

## Oblong Polyethylene Bottles

A new oblong series has been added to the line of standard polyethylene bottles manufactured by the Elmer Mills Corp. Available in 2 oz. and 4 oz. sizes the oblongs incorporate the Mills contour thread which is a modification of standard finish design. Because the under side of the thread is straight instead of the normal round it is said to afford greater bearing, frictional surface and assures better purchase between closure and bottle threads, reducing to a minimum the possibility of the closure backing off. With earlier plastic bottles the consumer could squeeze

the bottle too far, displacing the air necessary for spray with the product and the result was a disturbing stream instead of a spray. The new design prevents the consumer from squeezing the bottle walls together while still affording adequate flexibility for optimum spray.

## Automatic Tube Cap

An ingenious new development in collapsible tube packaging is the Genie automatic cap intro-



Self-Sealing Tube

duced by Physician's Formula Cosmetics. The plastic cap is not removed from the tube for the extrusion of contents. To open the tube the center of the dome on the cap is slit with a sharp razor knife. The cap is self sealing when the pressure on the tube is released. Suppliers of the cap, Jay and Sunny Originals point out that the design is applicable to a variety of products. The new tube and carton were manufactured by the Sheffield Tube Corp., New London, Conn.

## New Germicide and Preservative

A new liquid germicide, fungicide and preservative for a wide variety of uses applied to inanimate objects has been announced by the Ottawa Chemical Co. The new germicide is named Ottafect (methyl-chloro-thymol) and has characteristics suited to easy and inexpensive formulation. Its phenol coefficient ranges from 130 to 250; has an aromatic odor similar to thymol and can be compounded

it is said to produce disinfectants which are practically odorless; soluble in a large number of alcohols, oils, non-ionics, Weems, Spams, lanolin, carbowax, soap solutions, Alkylaryl sulfonates, diethylene and propylene glycols, petroleum ether, benzene and other industrial bases; low toxicity in comparison with other germicides; liquid in form and therefore inexpensive to handle.

## Phantolid

A significant new chemical in the field of perfumery aromatics known as Phantolid is offered by Polaks Frutal Works, Middletown, N.Y. It is described as possessing a strong, characteristic, long lasting Tonkin-musc odor of fine quality. Specifically it is a pure chemical substance which represents an entirely new structural concept in Tonkin-musc synthetics. It is said to be readily soluble in most solvents, stable in the presence of acids and alkalis, does not color or discolor soap or cosmetics and according to tests so far made is non-irritating to the skin. Further information about this interesting product which promises to play an important role in opening up new odor scenting possibilities to manufacturers of perfume, cosmetics and soaps will be furnished by the company.

## Metal Coordination Atom Models

The metal coordination atom model kit which includes 87 hand finished atom models for studies in stereo chemistry is offered by the Fisher Scientific Co. to enable the chemist to construct scale models of molecules and ions made up of a metal atom and numerous combinations of other atoms.

## Making Dry Photocopies

Anyone without training or skill can produce clear, black and white photo exact copies of any original in any office almost instantly by using a new method developed by the American Photocopy Equipment Co. The new method is stated to use two simple steps instead of the 12 required by conventional photocopy equipment.

There are 8 sizes in our L-33 line of machine made, flint glass bottles. The smallest is 1/2 ounce . . . the largest 16 ounces. They can be supplied plain or decorated to your specifications with fired-on ceramic labels.



**CARR-LOWREY  
GLASS CO.**

*Designers and manufacturers of fine glass containers*

Factory and Main Office: BALTIMORE 3, MD. • New York Office: 40 W. FORTIETH ST. • Chicago Office: 1572 MERCHANDISE MART

# Hints for Improving Production

*Summer is the time for heating plant maintenance . . . .*

*Practical suggestions by authorities for servicing heating equipment now to secure maximum efficiency next season.*

**T**O assure maximum efficiency of heating plants and equipment next season, a thorough checking and servicing operation of all units in the plant should be undertaken during the present summer months. By doing these things now replacements and repairs will not interfere with next winter's operation.

Maintenance authorities recommend the following steps in servicing heating equipment now:

1. Thoroughly clean the furnaces. Remove dirt, soot and scale from the flues and fire box surfaces. Coal ash and soot will cause damage to furnace interiors if permitted to remain there for any length of time.

2. The cleaning must include all parts of the equipment. The biggest damage occurs when soot is allowed to combine with the moisture in the atmosphere.

3. The use of soda or any alkalis in this type of cleaning is not recommended. Nor should acids be used as cleaning compounds in furnace maintenance.

4. Double-check the unit to make sure that all unburned fuel and ashes have been removed from the pits and grates.

5. All the coal should be removed from the hopper and stokers and they should then be cleaned out thoroughly.

6. To retard corrosion apply a moisture repellent to the heating surface after the cleaning. One of the least expensive and most effective methods is to spray the heating surfaces, including the grates and the ash-pit, with automobile crank case oil.

7. The blowers and motor should be checked thoroughly. After long seasons it is advisable to have the motors checked by an electrical expert.

8. Use lubricating oil exten-



sively. Oil the door hinges and check the valves closely. Apply oil to wheels, axles and other moving parts.

9. Warped, broken or worn out grates should be replaced immediately. Install replacements as quickly as they can be obtained and order them now.

10. The valves in steam distrib-

uting systems should be disassembled and checked for needed repairs and new gaskets. Oil them liberally upon reassembly.

11. It is advisable to drain and flush the distributing system to prevent moisture from collecting at the elbows and in low spots. Moisture can do serious damage to the pipes during the summer months.



12. If painting is needed, do it now. Paint is a good guarantee against corrosion and rust. A fresh coat of rust-proof paint will protect the idle equipment during the summer months.

13. Drain the air from all of the radiators. The radiator valves should be checked closely. Make certain that the radiator coils will have free circulation when they are needed again.

14. Make someone responsible for the entire maintenance operation. Type out a list of all of the points to be checked, showing exactly where each is located. Have the maintenance personnel use and sign this check-list so as not to overlook anything.

15. Thermostats should be checked at least once a year. If the maintenance personnel is not familiar with the type installed, call in someone who understands this equipment to do the checking. Good thermostat maintenance will assure better performance.

16. Check each thermostat location. The past season's operation may have shown that some were placed improperly. Thermostats should always be located where there is sufficient air circulation.

17. A detailed examination should be made of the piping, radiator valves, traps and the like.

18. If larger installations or replacements are necessary, make plans and order the equipment now. Most deliveries take extra time if we wait until the winter season starts.

19. Check conditions around the stoker for dryness and cleanliness. The unit itself should be well lubricated and free from rust.

20. Make sure water seepage has not started since the last check on basement locations. It should be eliminated at once.

#### Automatic Burette

A new automatic burette for laboratory use, constructed for use with a polyethylene plastic reservoir, is offered by the Meyer Scientific Supply Co. A gentle squeeze of the bottle fills the burette which is of the automatic zero type. A polyethylene delivery tube offers safety against breakage. It is available in 10 ml and 25 ml sizes.

#### Rotary Vacuum Filler

A new 16 valve fully automatic rotary vacuum filling machine is offered by Lipac, Inc. The makers

point out that it has proved to be most successful in use by a large manufacturer for filling foaming hair dressing solution into sprinker type bottles. It is claimed to fill up to 150 containers per minute depending on the size of the container and the liquid handled; and will take from fractional ounce to gallon size containers of glass, tin or plastic. Foamy or viscous liquids may be handled.

#### Dry Air Sterilizers

Dry air sterilizers for the sterilization of oils, petrolatum, bulk talcum powder, glassware, instruments, etc.



Sterilizer

wherever clear, dry precisely controlled heat is required, are offered by the Blue M. Electric Co. All models are of the double wall type construction. The sterilizers are offered in four standard sizes in both mechanical convection and gravity convection.

#### Automatic Viscosity Measurement

The Ultra Viscoson for automatic viscosity measurement using ultrasonics is announced by Rich-Roth Laboratories. It finds its application in research and production whenever the physical properties of liquid or plastic materials are of importance. Its use in soaps, detergents and related products, enzyme reactions etc. is emphasized in literature which may be had for the asking.

#### Measuring Solvent by Meter

The Rockwell rotocycle meter has a large dial register of the two-

hand type which may be returned to zero following each batch run. Construction includes a built-in



Meter

separator to eliminate air bubbles in the liquid before it reaches the meter. Both meter and air separator are mounted on a strainer base. The accompanying illustration shows the installation in a large aromatic chemical plant measuring solvent.

#### Processing Literature

*Tables of Chemical Kinetics, Homogeneous Reactions* are given in National Bureau of Standards Circular 510. The book contains 731 pages and is sold for \$4 by the Government Printing Office, Washington, 25, D.C.

*Pulsafeeders for controlled volume pumping* are described and illustrated in a 24-page bulletin of the Lapp Insulator Co.

*A Spanish Book on Sorbitol* and related polyols has been issued by the Atlas Powder Co., Wilmington, 99, Del. It is a 24-page Spanish edition of the company's manual on sorbitol. Nine charts are used to describe the properties of Atlas sorbitol and related polyols. The book is available on request.

*Nonisols*, nonionic surface active agents of the polyoxyalkylene fatty ester type, all substantially 100% active oils or soft waxes, are fully described in a technical bulletin available on request, issued by the Alrose Chemical Co.

*Progress in Peroxides* is the subject of a 26-page bound bulletin issued by the Buffalo Electro-Chemical Co. It presents a composite picture of properties and applications of hydrogen peroxide and peracetic acid.





## Sheffield Tubes... DESIGNED TO SERVE

Boyle & Company's Zalben, a non-greasy specific for relief of fungus infections, is a product and package typical of a straightforward utility.

For year-in, year-out volume in many steady-selling items such as Zalben, Boyle & Company prefer to package with dependable, uniform Sheffield collapsible tubes.

You buy the knowledge and judgment of over a half-century of tube packaging experience when you order Sheffield *Pro-ss* tubes. For full information, without obligation, call on your nearest Sheffield representative.

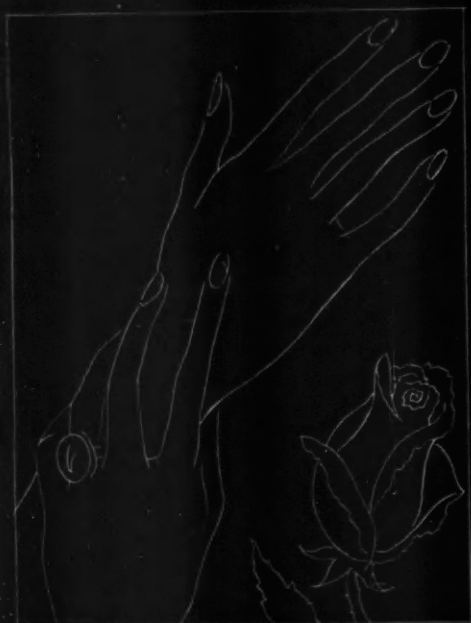


SILVER ANNIVERSARY

Sincerest congratulations from Sheffield Tube to Boyle & Company on the occasion that marks their 25th year of dependable service to the drug industry.

**THE SHEFFIELD TUBE CORPORATION**  
HOME OFFICES NEW LONDON CONN.  
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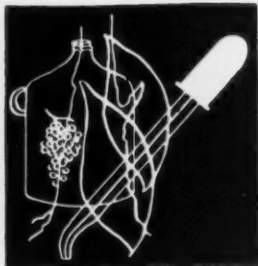
Cosmetics are used every day . . . your product is used because of the fine job it does.

H-A Cosmeticware is designed to make this a friendly use.

Handsome, easy to handle and readily identified, these dressing table accessories build re-order goodwill.

**Hazel-Atlas Glass Company**

WHEELING, W. VA.



# Flavors



## Improved Flavor in Candy

*Fine grinding and fondant-type chocolate give improved flavors in chocolate candy. . . . Butter flavors. . . . Antioxidants help to preserve good flavor in confections*

MORRIS B. JACOBS, Ph. D.\*

THE Sixth Annual Production Conference of the Pennsylvania Manufacturing Confectioners' Association was held at Lehigh University, Bethlehem, Pa., late in April. A number of papers were presented at this meeting which are of interest to flavorists, flavor chemists, and flavor manufacturers as well as to manufacturers of candy and confectionery. For example, there was a symposium on chocolate principally concerned with the effect of processing on the flavor of the resultant chocolate. There were two papers presented on the use of antioxidants and their effect on the flavor and shelf life of candy. There was a paper on the preparation of butter flavors and their use in confectionery and a paper on the application properties of the certified colors for candy. These papers were of interest to all working in the flavor field.

### Chocolate

In a symposium on chocolate entitled, "A Briefing on Chocolate Manufacture," L. Russell Cook, technical director, Ambrosia Chocolate Co., Milwaukee, Wis., spoke about chocolate manufacture in general, about the role of conching and lack of conching on the flavor of chocolate, and about the flavor of "fondant" chocolate and the differences in the flavor of

such products. These differences were demonstrated to the participants at the conference by means of two sets of samples prepared specially for this conference, one set consisting of bars and the other set consisting of creams in which the different types of chocolate were used as coatings. The unconched chocolate had a distinct flavor but of a rather undesirable character and had a coarser texture than that of the conched chocolate. The conched chocolate had better flavor and was much smoother and spread more readily than the unconched chocolate. The fondant-type chocolate had a different flavor than that of the unconched or the conched chocolate but it was of equal quality to that of the latter and it spread as readily as the conched chocolate.

Mr. Cook stressed the difference the method of preparing fondant chocolate had on its flavor. In fondant type chocolate the beans are heated just sufficiently to get rid of the shell. That is, they are not roasted to obtain full flavor as in the case of straight roasted chocolate. The unroasted chocolate liquor produced from such beans actually undergoes a roasting process during the conching step but because it is now in contact with the sugar, milk powder, and other ingredients of the chocolate mixture, it undergoes chemical reactions which are distinctly

different from those undergone in the ordinary roasting process. In fondant-type chocolate there is perhaps a formation of compounds of the amino-sugar type and the production of a sweet-sour, nutty flavor unlike that of regularly conched chocolate.

Mr. W. Tresper Clarke, Chief Chemist, Rockwood & Co., Brooklyn, N.Y., spoke principally about the grinding of sweet chocolate and the effect that the reduction in particle size of such ground sweet chocolate has on the flavor of the resultant chocolate product. The differences in texture and flavor attributable to the particle-size differentiation were profound. Mr. Clarke demonstrated these differences by use of specially prepared samples. There were three groups of these samples in which the particle size of each group was (1) sugar less than 7 microns, cocoa particles less than 12 microns, with 90 per cent of all particles less than 3 microns; (2) sugar particles less than the range 28 to 35 microns, cocoa particles less than the range 25 to 35 microns, with 80 per cent of all particles less than 3 microns; and (3) the maximum size of the sugar and cocoa particles was in the range of 50 to 90 microns with 30 per cent of the particles less than 3 microns. The finer the grind the smoother and better the flavor.

R. C. Welch of Wilbur-Suchard

\* Professor of Chemical Engineering, Polytechnic Institute of Brooklyn.

Chocolate Co., Inc., Lititz, Pa., discussed the role of milk powder in chocolate and E. W. Meyers, chief chemist, Hershey Chocolate Corp., Hershey, Pa., described a temper test for chocolate.

#### **Butter Flavors**

The topic of "Butter Flavors in Confectionery" was discussed by Dr. Morris B. Jacobs, Adjunct Professor of Chemical Engineering, Polytechnic Institute of Brooklyn and editor of this section of *THE AMERICAN PERFUMER*. In this presentation, the products used as butter flavors in the manufacture of confectionery and candy were placed into four major groups, namely, (1) natural butter flavors, (2) cultured butter flavors, (3) butter-flavor distillates, and (4) imitation and artificial butter flavors. The production of each of these major groups was briefly described and the different types and grades and scores for natural butter were noted. The bacteriology and chemistry involved in the development of butter-flavor products for confectionery manufacture were discussed. Stress was placed on the formulation and utilization of the fourth group. The major components of butter flavors were considered as alpha-dicarbonyls like biacetyl, acyloins or keto-alcohols like acetoin, fatty acids, flavor ester, miscellaneous components like butyl butyryl lactate, and solvents. Some representative formulations were given and a comparison of the advantages and disadvantages of each group as a confectionery flavor was made.

The paper on "The Role of Antioxidants in Prolonging the Shelf-Life of Fat-Containing Candies" presented by Miss Helen M. Robinson, Chemist, Agricultural Research Division, U. S. Department of Agriculture, New Orleans, La., contained information of value to the candy and flavor manufacturer. Miss Robinson described the results of her tests with a number of antioxidants in maintaining the flavor and shelf-life of fat-containing candies such as butter creams. She used nordihydroguaiaretic acid (NDGA), butylated hydroxyanisole, butyl gallate, propyl gallate, tocopherols, and brewers and distillers yeast. Among the fats used were hardened vegetable fats, butter, other animal fats, and hardened coconut oil.

Her results with butter were most interesting. She pointed out that the rancidity of butter was principally of two types, namely, oxidative and hydrolytic. She

stressed the fact that antioxidants were effective in preventing oxidative rancidity but that they had virtually no effect on the prevention of hydrolytic rancidity which probably resulted from the presence of lipases in the butter.

Miss Robinson did, however, make an observation which may prove of value. She found that the incorporation of 1 to 2 per cent of glycerol prolonged the shelf-life of a candy such as a butter cream, with respect to deterioration attributable to hydrolytic rancidity, from four weeks to eight to ten weeks. This may have other possible applications.

Another important observation made by this investigator was that the use of freshly churned butter was more important in the production of candy of superior flavor than was the use of high score butter. Thus she obtained better results as far as flavor was concerned with 90 score freshly churned butter than with 93 score stored butter.

A paper on the practical aspects of antioxidants in the flavor field was presented by Harry E. Whitmore, sales manager in charge of food antioxidants, Universal Oil Products Co., Chicago, Ill. Mr. Whitmore pointed out that butylated hydroxyanisole, propyl gallate, citric acid, and nordihydroguaiaretic acid are not, at present, considered poisonous or deleterious in the amounts in which they are normally used for antioxidant action. He discussed the advantages and disadvantages of these antioxidants mentioning that propyl gallate gives a blue color with iron and that when eggs are present in a product in which propyl gallate and nordihydroguaiaretic acid are used, a green color may, at times, be produced. Butylated hydroxyanisole does not have this disadvantage. Citric acid and phosphoric acid have some effect on the inhibition of such off-color formation.

Mr. Whitmore also stressed the need for incorporating the antioxidant uniformly throughout the product to insure adequate activity. He suggested that the best stage at which to add the antioxidant was at the time of the addition of the flavor extract or flavoring for at such time every effort is made by the candy manufacturer to make certain that the flavor is incorporated uniformly and thus the antioxidant would also be mixed in uniformly. This also eliminates an extra step in the processing.

Certified food colors for the candy industry was the topic discussed by William J. Miles, production supervisor, The Hilton-Davis Chemical Co., Division of Sterling Drug Inc., who are the manufacturing agents of certified food dyes for Sterwin Chemicals, Inc. A chart of the 19 permitted food colors was distributed containing information as to the shade, common name, Colour Index number, recommended maximum solution in ounces per gallon of water at 55 deg. C. and in water and also in alcohol at 70 deg. C. and for the oil soluble colors in cottonseed oil at 70 deg. C. The relative stabilities of the FD&C colors to sunlight, oxidation, reduction, acid, and alkali were also tabulated.

In addition to the above mentioned papers, there were a number of very interesting articles presented. Thus Dr. J. M. Newton, director, Technical Sales Service, Corn Processing Division, Clinton Foods, Inc., Clinton, Iowa described the properties of products from corn which were of interest to candy makers. He distributed some valuable information on the composition of corn sirup and the relation of this composition to the dextrose equivalent.

New aspects of cooking starch jellies continuously were discussed by Dr. T. A. White, chief chemist, National Starch Products, Inc., New York, who considered the theoretical aspects, and by Vincent R. Ciccone, assistant works manager, Charms Co., Bloomfield, N.J., who described the practical aspects of using a Votator for this continuous cooking.

Louis Lang of the National Sugar Refining Co., Philadelphia, gave a paper entitled, "Sugar—Its Uses and Abuses in the Candy Plant" which contained valuable practical hints on the use of sugar and sirups in candy manufacture.

James A. King, of the Nulomoline Division, American Molasses Co., New York, gave a very interesting talk on the evolution of candy formulas, marshmallow and nougat.

A provocative paper on plant designs and layouts was presented by Gilbert Ross, president, Ross & Co., New York.

Other papers presented were those by Joseph R. Ryan, supervisor, Work Simplification and Industrial Engineering Research, The Atlantic Refining Co., Philadelphia on work simplification and by V. P. Victor on the selection of air and refrigeration systems.



# Flavor Makers Meet in Chicago

*Experts, not connected with association, discuss controversial government regulations at meeting of Flavoring Extract Manufacturers Assn. . . . Timely technical papers complete well rounded program*



President W. Gordon Grant opens the convention. Executive Secretary and Counsel John S. Hall reads over his report.

**P**RICE control, its problems and prospects; wages and hours stabilization, chemicals in foods and numerous other problems vitally affecting the flavoring products industry were discussed in carefully considered papers by experts not associated with the association at the 43rd annual convention of the Flavoring Extract Manufacturers Assn. in the Edgewater Beach Hotel, Chicago, Ill., May 25-28. This policy afforded a presentation of each subject by an expert in his chosen field free from any possible trade prejudice and opened the way for frank discussions by members as to their effect on the flavoring industry. The idea was further carried out by inviting the president of the Essential Oil Assn. to discuss the essential oil situation and the secretary of the Vanilla Bean Assn. to discuss the vanilla bean market. A representa-

tive of the U. S. Quartermaster Corps gave advice on how and what flavors are selected and used by the armed forces. In addition there were four technical papers; an excellent one on competition at the retail level and a terse but comprehensive study on the industry supply outlook. Ten committee reports including the excellent report of the Executive Secretary and General Counsel and that of the Scientific Research Committee were added features of the well rounded program.

#### **Officers Elected**

Officers elected for the ensuing year were:

President, W. Gordon Grant, Atlanta, Ga.

Vice Presidents: William H. Hottinger, Jr., Chicago; Don C. Jenks, Jackson, Mich.; Myron J. Hess, Camden, N. J.

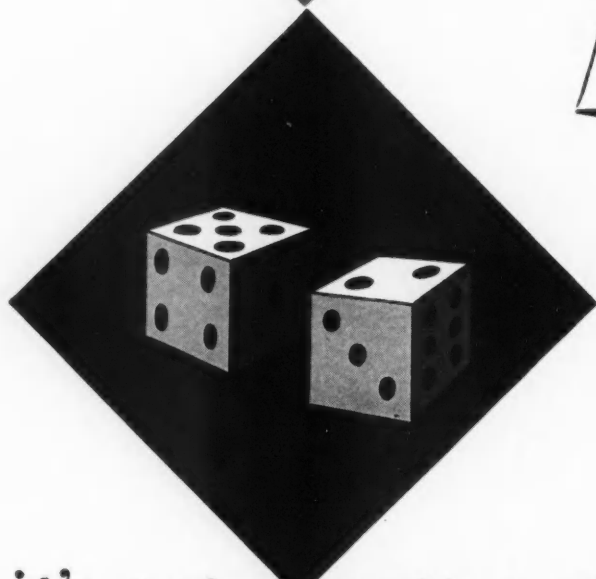
Secretary, Leland P. Symmes, Springfield, Mass.

Treasurer, Lloyd E. Smith, Brooklyn, N. Y.

#### **Flavoring Products Decontrolled**

The association passed a resolution requesting the Office of Price Stabilization to de-control ceiling prices on flavoring products and to exempt its members from the requirement of filing reports of compliance. This resolution was adopted because the selling prices for flavoring products are well under the ceiling prices permitted under the National Production Act and also because the products have not been in short supply.

The papers presented were: "Favor the Flavor" by Prof. Paul S. Lucas, Michigan State College; "Price Control: Problems and Prospects" by Robert H. Bingham, research economist, Grocery Manufacturers of America Inc.; "The Vanilla Bean Market" by Ray C. Schlotterer, secretary, Vanilla Bean Assn. of America; "Industry Supply Outlook" by Dr. Clarke E. Davis; "The Armed Forces Favor Flavor" by H. B. Cosler, U. S. Quartermaster Corps; "The Importance of Flavor from the Sales Viewpoint" by V. H. Gies, sales manager, Mars Inc.; "Wages and Hours Stabilization" by Thomas O'Malley, regional director, U. S. Dept. of Labor; "The Essential Oil Situation" by George H. McGlynn, president, Essential Oil Assn. of the U. S. A.; "Photomicrograph Slides of Spoilage Organisms Found in Beverages" by John Blatterman, Warner-Jenkinson Co.; "Bakery Flavor—What Can be Done About It" by Dr. William B. Bradley, scientific director, American Institute of Baking; "How the Retail Grocer is Meeting Competition" by Don Grimes, president, Independent Grocers Alliance of America; "Chemicals in Foods" by Dr. R. C.



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**Quality**

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- ESSENTIAL OILS
- AROMATICS

The success of our products has come from laborious, meticulous laboratory development, followed by time-tested application to all types of toiletries.

You can always be sure of delightful, unique fragrances when you build them with . . .

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Newly elected officers grouped at end of convention.



Just before the banquet. Mrs. Ethel Blum, Mr. and Mrs. A. H. Michaels, Ralph Blum and Eric Vles.



Mr. and Mrs. Don Jenks and J. P. Myers.



Mr. and Mrs. William Hottinger, Jr.



Mr. and Mrs. Herbert L. Trimby.



Lloyd E. Smith and Clarke E. Davis.

Newton, vice president and technical director, Swift & Co.; "True Fruit Flavors" by Paul Adams, Givaudan Flavors Inc.; and a commentary illustrated with color slides on the Cultivation and Curing of Vanilla Beans by Joseph R. Maxwell, president of the Vanilla Bean Assn.

The following reports were given: Convention committee, E. N. Heinz Jr.; Registration, S. M. Kleinschmidt; Treasurer, Lloyd E. Smith; Advertising, Don C. Jenks; Membership, Myron J. Hess; Scientific Research, K. R. Newman; Alcohol Tax, John N. Curlett; Standards, Dr. A. Wendt; Secretary and General Counsel, John S. Hall.

In his address President W. G. Grant reviewed the work of the past year and emphasized policies that it is advisable to follow. He presided at the business sessions.

As usual the serious business discussions were relieved by an interesting entertainment program. This began with the Suppliers Hospitality Party on the evening of May 25. M. J. Niles was chairman of this committee and the other members were K. W. Hartley, G. D. Kielhofer, J. R. Martin and Paul Orsay.

The following day the ladies were entertained at a luncheon and puppet opera. The Ladies Reception Committee was composed of Mrs. John N. Curlett, chairman; Mrs. Jacob Beck, Mrs. J. M. Blatterman, Mrs. John Buslee, Mrs. Chris Christensen, Mrs. William B. Durling, Mrs. John S. Hall, Mrs. A. Illes, Mrs. Gert Keller, Mrs. O. K. Larsen, Mrs. S. H. Mahoney, Mrs. M. J. Niles, Mrs. H. E. Schmidt, Mrs. Anthony Schranz, Mrs. G. H. Stanton, Mrs. E. B. Vina and Mrs. John O. Zink.

#### Golf Tournament Winners

Guy Bates, Bates Chemical Co. won the President's Cup with a gross score of 75 at the Edgewater Golf Club. This was the first leg on this trophy by him; the trophy being won last year by Don Jenks, Foote-Jenks, Jackson, Mich. Vern Galitz of Dow Chemical Co. had a 76 gross and William Durling of the Wm. J. Stange Co. had a 69 gross. The balance of the field played on a Peoria handicap basis and a fine assortment of prizes were awarded to the low ten on this basis. Winners in the Women's golf tournament were Mrs. Gene Kielhofer, Mrs. Linda Jenks and Mrs. William Durling.

On the evening of the second day, Tuesday, the President's reception and annual banquet were held, and as usual proved to be the highlight of the entertainment program. The entertainment and banquet committee was composed of Chris Christensen, chairman; Donald F. Bowey, Don Coole, Carl Edwards, E. E. Feight, L. F. Haznaw, W. F. Kammerer, C. E. Longfield, Arthur Jensen, G. W. Liddell, Stanley Lind, Paul Manheimer, G. F. Meyer, William Nelson, F. D. Nowland, Harry Obarski and Ralph Olson.

An innovation which is likely to be continued was the Chemists Breakfast on the morning of May 28.

The complete success of the convention which was well managed in every way was due largely to the work of the convention committee of which E. N. Heinz Jr. was chairman. He was assisted by Chris Christensen, William B. Durling, William H. Hottinger Jr. and S. M. Kleinschmidt.

The registration and reception committee was made up of S. M. Kleinschmidt, chairman, and John

J. Beach, Jacob Beck, Charles C. Bryan, William X. Clark, William E. Dimmock, Bruce L. Durling, H. H. Forst, Louis Gampert, C. G. Jackson, Alexander Katz, William Lakritz, J. B. Long, Joseph Maxwell, J. H. McGlumphy, R. W. Symmes and William Triest.

The gold committee was composed of William B. Durling, chairman, and Ernest Briggs, Roy F. Caulk, Frank Green, Don Jenks, Gene Kielhofer, Robert Koch, Frederick J. Lueders, and Cecil Rice.

The sergeants at arms were John Beach, William H. Fischer, K. W. Hartley and Robert Krone.

More details of the convention will be published in the succeeding issue.

#### **Mich. Chemical, Allied Industries Assn. Golf Meet Changed**

The Chicago Tri-City Golf & Swing Party has been re-scheduled to be held at Olympia Fields Country, Olympia Field, Ill., on July 16. The Chemical and Allied Industries Assn. of Mich. announces. The

organization sponsored its first golf outing of the year on May 27 at Meadowbrook Country Club, Northville, Mich.

#### **British Toiletries Federation Forms Group for Small Firms**

Smaller British cosmetic, perfumery and toiletry firms have formed a Small Mfrs. Group of the Toilet Preparations and Perfumery Mfrs. Federation of Great Britain to cover the needs of the smaller firms. The Federation has a 38 per cent increase in exports in the past year and that these are now running approximately 500 per cent above those of 1939. Plans have been prepared for a more intensive service to firms in the trade, including market and export data, packaging advice and raw material research.

#### **Foster D. Snell, Inc. Develops New Vanilla Flavoring Agent**

Foster D. Snell, Inc. has developed a new flavoring material, propenyl guaethol, known commercially as Vanitrope, with an



Left: Earl E. Davies talks things over with John Buslee. Center: Dr. Alexander Katz and Dr. Karl H. Lorenz discuss the outlook. Right: Mr. and Mrs. Harold L. Janovsky watch proceedings with Clifford Jackson.

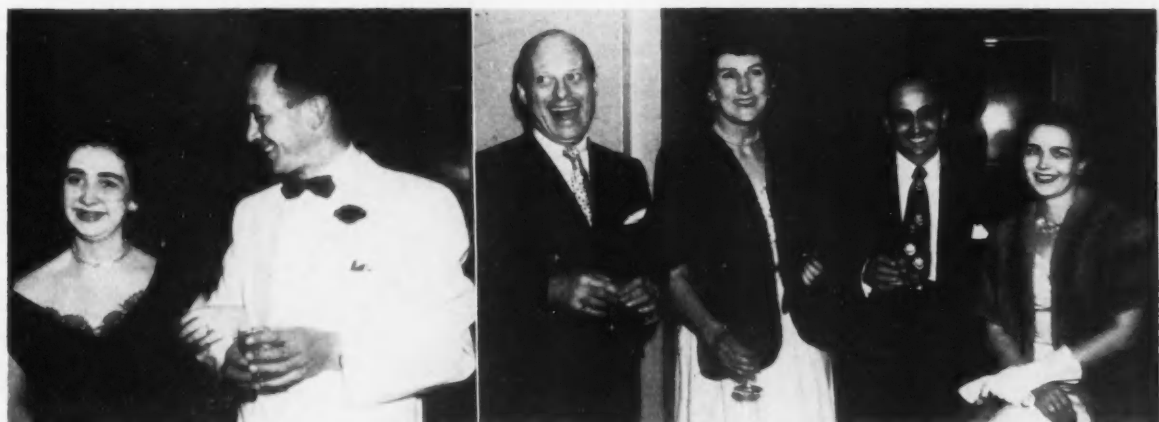


Left: William Lakritz, Elliot Friberg, Jack Friedman, Walter Gallant and Louis Haznow. Right: Herbert W. Farrell, Miss Lorraine Pector, A. Treuba, Jr. and Fred Huber.





Left: Mr. and Mrs. D. C. Alfeld. Right: Just before the dance—Ralph Smart, Mr. and Mrs. Fred Sorrow and Mr. and Mrs. Conrad Langfield.



Left: Miss Maureen McCormack and Fred Scherer. Right: Joseph R. Maxwell, Mrs. Hannah O'Donnell, Rufino Cagigal and Mrs. Peggy Hayes enjoy an anecdote by Dr. Clarke E. Davis.

exceptionally strong aroma and flavor. It closely resembles the character of pure vanilla in use alone or in combination with other synthetic vanilla flavoring materials.

#### To Market Fluoride Polishing Paste for Dentists' Use

A new dental paste has been developed by Cook-Waite Labs., Inc., which is claimed for the first time to provide fluoride therapy and high-polishing action in a single preparation. Called Fluoride Polishing Paste, the product will be available only for professional use by dentists. In addition to bringing the benefits of sodium fluoride therapy for children to routine dental prophylaxes, the preparation is claimed also to afford a superior polishing action.

The paste combines sodium

fluoride in a two per cent concentration with a special polishing agent consisting of microscopically powdered aluminum hydroxide.

#### D&O Flavor Exhibit at Food Technologists Meeting

Among the more popular exhibits at the twelfth annual meeting of the Institute of Food Technologists June 8-12 in the huge Convention Hall at Grand Rapids, Mich., was one on "Fine Flavors for Fine Foods" by Dodge & Olcott, Inc.

#### Scovill Mfg. Co. Celebrates Its 150th Year

Scovill Mfg. Co., Waterbury, Conn., is celebrating its 150th year. The concern sold the first metal cosmetic container ever produced in this country, the Scovill

Gold Puff Box, to a St. Louis manufacturer of complexion powder. It made the first metal lipstick holder in 1915, the first container for powder in cake form, and—in 1923—the first propel-repel lipstick with a hinged cap.

#### Felton Chemical Co. Moves Its Chicago Quarters

Felton Chemical Co., Inc. has moved its Chicago offices to new and larger quarters at 325 West Huron St.

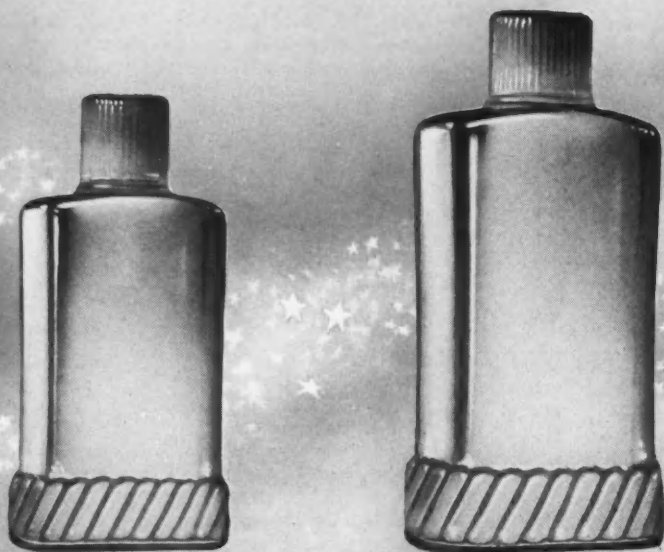
#### Baseball President Bill Veeck at ADACIOM Luncheon Meeting

Members of The Associated Drug and Chemical Industries of Missouri had the opportunity to meet major league baseball president Bill Veeck at a recent luncheon meeting.

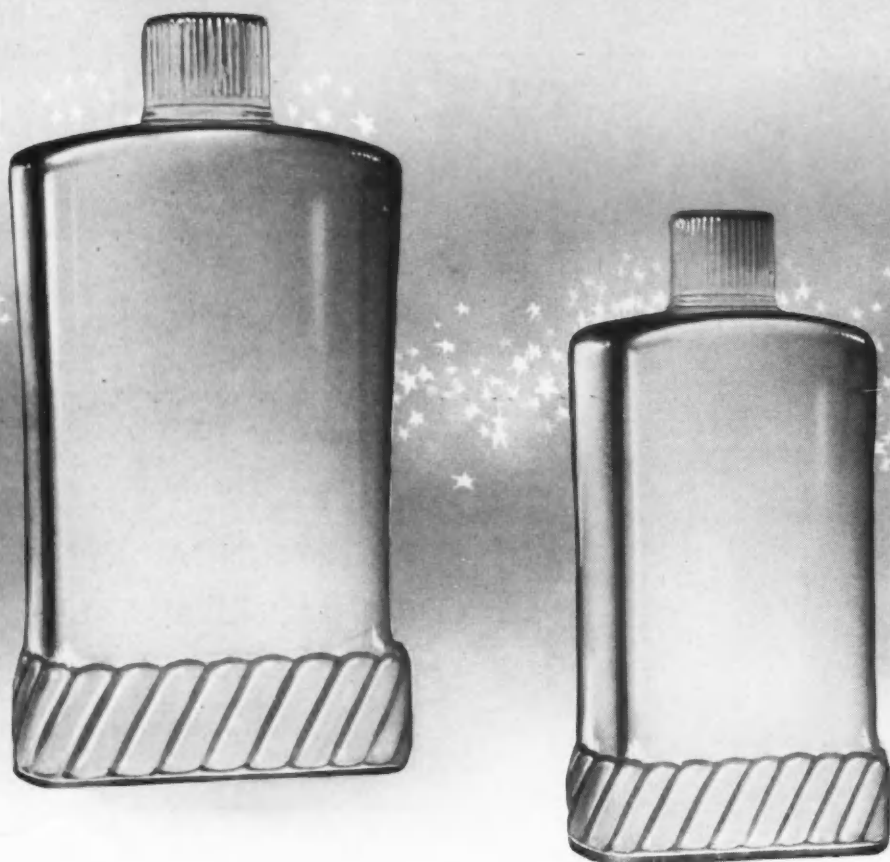
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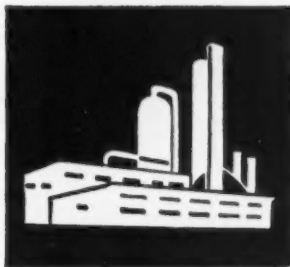
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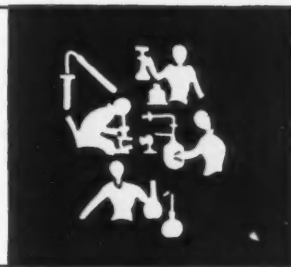
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# Soaps



## Requirements of Germicidal Soap

*Some of the main requirements for a high quality product.*

*. . . Securing effective germicidal activity and effective detergent and washing properties. . . Protective wrappers*

PAUL I. SMITH

THE demand for germicidal soaps continues to be substantial and it is of interest to consider briefly some of the main requirements for a high quality product. This should show two characteristics. First of all it must exhibit effective germicidal activity and secondly it should possess effective detergent and washing properties. Bearing in mind these primary needs it is important that the soap should have a good appearance and lend itself to production in economical moulded shapes with a pleasant finished surface. Easy solubility in water is an important consideration, otherwise much of the value of the soap is lost and the product becomes excessively wasteful.

### **Choice of Germicide**

Choice of germicide requires a good deal of careful thought as the manufacturer has not only to think about its potency as measured by the standard tests, but its effect on the soap. Some antiseptic bodies have an unpleasant effect on soap and cause discolouration. This may not become apparent immediately but on storage of the soap, particularly under humid conditions, streakiness or spots occur which reduce the sales appeal to a negligible factor. Where the phenols are used as additives, it is necessary to ensure that there are no free unsaturated fatty acids present and that unsaponified and unsaponifiable matters are reduced to the lowest possible percentage.



Paul I. Smith

The above is particularly necessary to bear in mind when using alkyl phenols which are now being recommended for use.

The presence of metallic impurities in the germicidal soap may cause trouble with the antiseptic agent and it is advisable to take special precautions to exclude all metallic impurities from the oils or fats before saponification. It is recommended that for high grade medicinal or germicidal soaps use should be made of pure saturated fatty acids instead of the ordinary glycerides. In this way very much closer scientific control may be exercised and a high degree of purity maintained.

### **Protective Wrappers**

Protective wrappers used for the finished soap should prove effective in screening the soap from the light, which may, in the presence of some pharmaceutical additives,

induce chemical changes resulting in a breakdown of the antiseptic body. This may render the germicide quite ineffective and also cause discolouration of the soap.

Where the antiseptic body is not readily soluble in water and perhaps not so easily dispersed or emulsified by the soap, it is useful to incorporate a special emulsifying agent in the soap. This achieves two objectives. First of all it makes certain that the germicide passes readily into solution and secondly that the detergent value of the soap is improved.

### **Storage of Oils**

SOARING prices and scarcities make it necessary for soap manufacturers to pay extra special attention to the conservation of raw materials and here bulk storage of oils deserves more than ordinary care. The chief aim is, of course, to prevent hydrolysis and oxidation so as to ensure that even with oils and fats kept in storage for long periods there is no drop in quality. Rancidity changes which may occur are inevitably transmitted to the soap and mean an appreciable lowering of quality. There are certain simple precautions which the soaper can take so as to make reasonably sure that deterioration during storage of stock is kept to a minimum. The following are a few of the precautions recommended for consideration:—

1. Storage vessels should be free from rust and clean. A wise precaution is to employ steel vessels coated with a suitable phenolic type of resin. Where aluminium storage tanks are used it is as well to have them coated with the newer epoxy-ethane resins. These coatings are able to act as an effective corrosion-proof barrier.
2. The vessels should be sited so that they are not exposed to the direct rays of the sun and subjected to wide variations in temperature. There is ample evidence to prove that if oil is stored below 10 deg. C. oxidation is reduced to the minimum, whereas above this temperature rapid changes are liable to take place.
3. Tanks and storage vessels should be kept full so as to exclude as much air as possible. It is noticeable that samples taken of oil kept in containers only half full tend to show higher fatty acid contents than in vessels that are full.
4. Refined and hardened oils show a smaller percentage of fatty acids on storage than crude oils. Where stocks have to be held for long periods it pays, therefore,

to hold the maximum quantities of refined oils and the minimum amount of crudes.

5. Where oils have to be stored for periods longer than a year it pays to investigate the use of anti-oxidants. These are now available in a number of excellent proprietary compounds able to impart reasonable protection from rancidity.
6. Determinations of peroxide values and aldehyde tests should be carried out at regular intervals so as to make certain that oils are not deteriorating. This precaution is very worthwhile as it enables the soaper to use stock which, if retained in store for any further length of time, might deteriorate to such an extent as to affect the quality of the soap.

#### Rutgers University Soap, Syndets Course Program

The complete program for the short course in soap and syndets to be presented at Rutgers University July 6-11th has been released by Foster Dee Snell, general chairman. Assembly is at a mixer Sun-

day evening, July 6. Monday's program on soap raw materials, chairmaned by Arthur L. Fox, has as speakers A. J. Stirton, E. M. James, V. J. Muckerheide, N. A. Ruston, and F. J. Schlink, Tuesday's speakers on soap processing are John W. McCutcheon, Martin D. Reinisch, W. A. Peterson, John W. Bodman, and W. A. McConlogue, with J. L. Hale as chairman. Soap properties will be discussed Wednesday by M. G. Kramer, A. E. King, E. H. Balkema, E. L. Boley and Foster Dee Snell, with A. S. Richardson as chairman. Chairman for Thursday's program on surfactants and syndets is J. W. Bodman and the speakers are H. E. Bramston-Cook, Lawrence H. Flett with David R. Byerly presenting a film, Roy Peet, and a speaker from California Research Directors. Friday's program on evaluation methods, with Francis Scofield as chairman, has as speakers C. P. Long, John A. Nevinson, J. C. Harris and Edmund Ritchie. Plant trips are scheduled throughout the week to Colgate-Palmolive-Pect Co., Jersey City, N.J.; Lever Brothers Co., Edgewater, N.J.; J. Howard Smith Co., Port Newark, N.J.; and Woburn Chemical Corp., Kearny, N.J.



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# NEWS and EVENTS



Jervis J. Babb (left), president of Lever Brothers Co., and Keith Porter, president of Harriet Hubbard Ayer, Inc., division of Lever Brothers, assist at the unveiling of a plaque at the formal opening of Lever House in New York.

## New Lever Headquarters Seen as "Building of Tomorrow"

Constructed of glass and stainless steel, the new Lever Brothers headquarters building in New York was recently formally opened with addresses by John M. Hancock, partner of Lehman Brothers and chairman of Lever's board of directors, Lever's president Jervis J. Babb, and Mayor Vincent Impelleri, who called it the "building of tomorrow."

Occupying the blockfront on the west side of Park Avenue between 53rd and 54th Streets, Lever House has the appearance of an inverted letter T. The first floor is an open arcade and a glass-enclosed lobby. The second floor alone covers the entire site. Starting with the third floor, a glistening tower occupies only one fourth of the land area and provides excellent working conditions for Lever's 1200 headquarters employees.

Most of the ground floor has been devoted to the public, with an open plaza and a garden with a willow tree, shrubs and flowers extending into the all-glass lobby.

The landscaping is expanded to a third-floor terrace, which is

planted with flowering crabapple and hawthorne trees and Japanese holly. The entire third floor is devoted to the terrace and an attractive cafeteria, where Lever employees enjoy low-cost meals.

Lever House is built on a conventional framework using more than 3400 tons of steel. It is supported on conventional steel columns which, sheathed in stainless steel, are visible instead of being concealed in walls. Designed by architects Skidmore, Owings and Merrill, the building is constructed to provide the maximum in com-



Lever House, called "the building of tomorrow," reflects a portion of New York's skyline on world famous Park Avenue.

fort, economy, convenience, cleanliness, and efficiency.

The entire exterior of Lever House will be cleaned and polished twice a month by window washers working on a steel gondola suspended from a 10½ ton elevator car which operates on an electric railroad on the roof. Two men can wash the entire outside of the building in six days.

## Grasse Manufacturers, Growers Agree on Rose Flower Prices

Grasse Manufacturers and the Group of Perfume Plants Producers recently closed an agreement whereby the price of rose flowers was set at 250 francs per kilo against 180 francs in 1951.

No agreement was reached on the price of orange flowers, the producers asking 175 francs per kilo, while the manufacturers offer 155 francs, last year's limit. The crop is estimated to reach approximately 1,100,000 kilos while the requirements are said not to exceed 800,000 kilos.

The rose crop is not expected to exceed last year's 325,000 kilos; demand is already large and no stocks are said to exist.

Existing plantations have been increased and some new ones created. Next year's production is expected to approximate 500,000 kilos, a figure far below the over a million kilos which were obtained in previous years.

The small quantity of Neroli oil left from last year is offered at 200,000 francs per kilo; Rose Concrete is in demand at 180,000 francs.

## A. B. Wrisley Co. Marks 90th Year with Bathroom Models

Allen B. Wrisley Co. is marking its 90th anniversary with a cross-country tour of two miniature bathrooms, one of 90 years ago and the other of today. Both show Wrisley products of their own era. The models will be displayed in New York in the fall.

## Allied Chemical & Dye Corp. Opens New Soda Ash Plant

The Solvay Process Div., Allied Chemical & Dye Corp., has opened a new multi-million dollar, 220 foot concrete and steel soda ash plant in Syracuse, N.Y. The new building is the key project in the company's modernization program at Syracuse, which was started at the close of World War II and has involved capital investment in excess of \$20,000,000.



The current national introduction of Colgate Chlorophyll Toothpaste is marked by an intensive publicity campaign.

#### California Cosmetic Assn. Plans Fall Golf Tournament

The California Cosmetic Assn. is planning a fall golf tournament. The committee for the affair consists of Alan Coghlan, Nethercutt Labs.; Gordon Peterman, Western Label Co.; and Tom Sheffield, The Sheffield Tube Corp.

Largest attendance in history was reported for the recent annual spring golf tournament sponsored by the associate members of the association.

Prizes for low gross score were awarded Steve Ferentzy of Max Factor & Co. with a 79 and Hank Minor, guest from Scovill Mfg. Co., 80.

First and second low net were awarded Vincent Cassone, Avon Products, and Merrill Bittner, Western Crown Cork and Seal, who tied with 70.

The Blind Bogey resulted in a five-way tie among Willard Callahan, Avon Products; Paul Fisher, L. H. Butcher & Co.; Bob Sandke, L. Sonneborn Sons, Inc.; Sydney Factor, Max Factor & Co.; and Art White, guest.

#### H. H. Cooper, Inc. Appointed Pantone Press Representative

Pantone Press, Inc. has appointed Herbert H. Cooper, Inc., 1127 Wilshire Blvd., Los Angeles, Cal., as West Coast representative for Pantone Cosmetic Shade Selector Cards. The staff for the planning, design and production of sales promotion folders and store display material has been enlarged.

#### Pepsodent Research Manager: Cosmetic Tests Needed

The need for a critical evaluation of scientifically controlled tests to determine the effectiveness, beneficial and detrimental, of cosmetics and related products was discussed by Dr. S. D. Gershon, research manager of the Pepsodent Division of Lever Brothers, at the meeting of the Chicago chapter of the S.C.C. on June 10 in Henri's Restaurant, Merchandise Mart.

Dr. Gershon emphasized the importance of such investigations to the consumer, the medical profession, the cosmetic industry and the company engaged in the manufacture of a cosmetic.

#### N.Y.C. Fire Department Issues Nail Polish Remover Rules

The New York, N.Y., fire department has issued a new regulation forbidding sale of nail polish remover in cans exceeding five gallons, or glass bottles exceeding four ounces each in capacity. Both types of containers are required to be labeled: "Dangerous—keep away from flame." The cans are required to be sealed.



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### Consulting Chemists, Chemical Engineers Hold Spring Outing

Golf, tennis, card games, and dinner were among the attractions of the annual spring outing of the Assn. of Consulting Chemists and Chemical Engineers, Inc. on June 6 at the Westchester Country Club, Rye, N.Y.

### Charles Antell, Inc., National Health Aids Sponsor Radio Show

Charles Antell, Inc., manufacturer of Formula 9 hair preparation, and National Health Aids of Baltimore, Inc. have taken up sponsorship of the Hollywood Star Shows on MBS, involving the network's entire 497 stations, Monday through Friday.

### Pierre Coutin Honored by Associates on 25th Anniversary

Pierre Jean Coutin was the guest of honor of his associates in Roure-Dupont Inc. at a surprise luncheon May 1 in honor of the 25th anniversary of his association with the organization. The luncheon was held at the House of Hapsburg, New York and was attended by every one in the company.

Following a sumptuous luncheon Mrs. Marion Tabor, treasurer, presented to Mr. Coutin a beautiful

gold watch sent from France by Louis Amic, president of Roure-Dupont Inc. She also presented him with solid gold cuff buttons, a gift from all members of the organization. Telegrams and letters of congratulation from the agents of the company throughout Canada and the United States were read. The affair was a complete surprise to Mr. Coutin who expressed his gratitude for the cooperation of his associates.

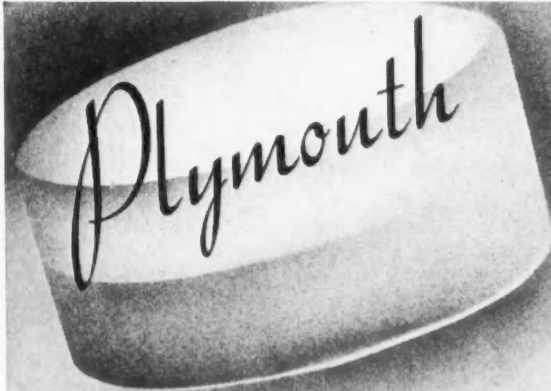
Mr. Coutin was educated at Lycee of Versailles and subsequently was graduated from the Institut Electromechanic of Paris. He abandoned an engineering career to become associated with Roure Bertrand Fils in Grasse, France, May 1, 1927. In 1928 he became the company's agent in Japan and later was in charge of the Far Eastern organization of the company in Singapore, Malaya. The war then broke out and Mr. Coutin served with the Free French army until 1945 when he was discharged as a major. He then came to the United States as vice president of Roure-Dupont, a position he still holds. During his years in the United States he has made a host of friends throughout the allied industries and last December was elected secretary-treasurer of the Essential Oil Assn. of the U. S. A.



Three Veterans of Roure-Dupont

One of the interesting incidents connected with the silver anniversary was the receipt of a clever poem about himself composed by Mr. and Mrs. D. H. Blake who were neighbors of Mr. Coutin in Tokyo in 1928.

In the accompanying photograph Mr. Coutin is shown with two other veterans of the company of 25 years or more: Mrs. Marion Tabor, treasurer and Clarence Long. Alvin Smith of the Canadian branch is also veteran of over a quarter of a century.




## POWDER BASE NO. 7

Since the introduction of this new face powder material sales of it have constantly increased because the use of it actually represents a development in fine face powders.

Its exceptional silky, soft, smoothness, the complete absence of odor and the extremely fine particle size of it, plus its extraordinary adhesiveness actually improves a face powder in which it is used. As little as 5%, added to your formula will bring about this result although it is being used in some face powder to the extent of 15%, and a formula is offered showing its use in this percentage.

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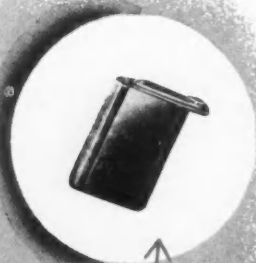
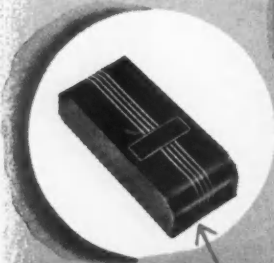


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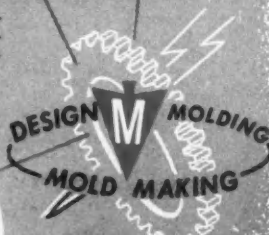
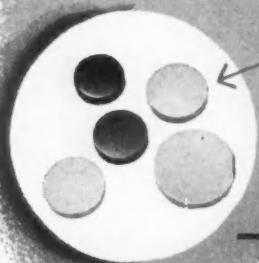
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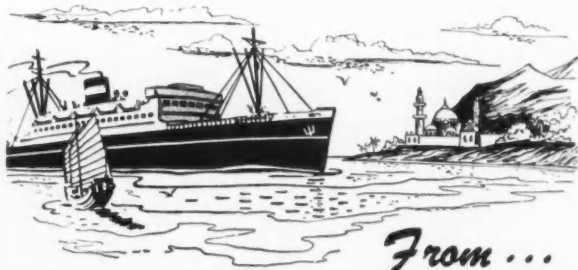
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● ARLINGTON, VERMONT



● WATERLOO, P. Q. CAN

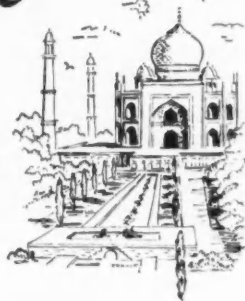


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## Factory Value of Toilet Goods Sets New Record in Canada

Factory selling value of toilet preparations produced in Canada during 1950 reached an all-time record total of \$30,047,000 as compared with the previous peak of \$27,103,000 in 1949, according to figures just released by the Bureau of Statistics.

Among main items, production of perfumes from all industries in 1950 rose in value to \$1,249,000 from \$1,063,000 in 1949; toilet waters, colognes and lotions, to \$3,835,000 from \$3,764,000; creams of all kinds, to \$2,744,000 from \$2,494,000; face powders to \$1,355,000 from \$1,160,000; talcum powders to \$1,324,000 from \$1,302,000; liquid and cream shampoos to \$2,167,900 from \$2,115,000; personal deodorants, to \$1,000,000 from \$883,000; hair tonics, non-alcoholic liquid brilliantines, and non-alcoholic wave-sets, etc., to \$1,851,000 from \$1,181,000; home permanent wave kits, including refills and accessories, to \$2,185,000 from \$1,992,000 and dentifrices; pastes, powders and liquid, to \$5,907,000 from \$4,830,000.

Values for other leading items in



Some of the principals at the luncheon meeting of the Cosmetic Industry Buyers & Suppliers Assn., held May 6 at Toots Shor's. In rear, from left to right, are Wm. Fairhurst, Fleuroma, Inc., chairman of the entertainment for the CIBSA; Ernie Sloan, Milkmaid, Inc., and 2nd vice-president of the BIBSA; and Robert Williams, Avon Products, president of the CIBSA. Seated, from left to right, are Margaret McCarthy, Milkmaid and Lorr Labs.; Frances Curry, Revlon Products Corp.; Frances Rothchild, Lenel Perfume, Dallas, Tex.; Barbara Welles, WOR and WOR-TV women's commentator, who was guest speaker at the meeting; and Janne Craig of Sortilege Perfumes.

1950 were as follows, 1949 figures being in brackets: bay rum, hair tonics, alcoholic liquid brilliantines, alcoholic wave-sets, etc., \$673,000 (\$597,000); lipsticks and refills, \$934,000 (\$950,000); rouge and re-

fills, \$197,000 (\$164,000); compacts (powders and rouges) \$113,000 (\$102,000); bath salts and bath oils, \$359,000 (\$378,000); and non-alcoholic toilet waters and lotions, \$147,000 (\$219,000).



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### Drug, Cosmetic Leaders Sponsor First Graduating Class Affair

Leaders of the drug and cosmetic industry celebrated the first commencement of Brandeis University, the only Jewish-sponsored non-sectarian college in the western hemisphere, with a Cap and Gown dinner dance in the Sert Room of the Waldorf Astoria, May 6.

Co-chairmen of the dance were Samuel Rubin, of Fabergé Inc., and Jack I. Poses, of D'Orsay.

Among the other sponsors were Herbert Storfer, Parfums Corday, Inc.; Isidor Alter, A'Cadia Powder Puff Co.; Lewis Bernstein, Coty, Inc.; Louis I. Furlager, Furlager Mfg. Co.; Oscar Kolin, Helena Rubinstein, Inc.; Hugo Mock, Mock and Blum; Charles Revson, Revlon Products, Inc.; Richard Salomon, Charles of the Ritz; Oscar Schleiff, Isaac Goldman, and Rudolph Storfer, Parfums, Corday, Inc.

### Sindar Corp. Publishes Hexachlorophene Bibliography

A revised comprehensive bibliography of the literature on G-11<sup>(r)</sup> brand of hexachlorophene has just been published by Sindar Corp. This bibliography, technical

bulletin H-1, dated May 1952 contains references and abstracts of 68 scientific and trade articles, and abstracts of 19 patents.

It has been completely revised



Edmund F. Buryan of Revlon International Corp., New York, samples one of the smells from Messrs. A. Boake Roberts & Co.'s Library of Smells on their stand at the British Industries Fair.

to include all abstracts of the original bibliography of April 1951, the first supplementary bibliography and all additional articles on the subject up to May 1952.

The bulletin is indexed so that concerning G-11<sup>(r)</sup>, its use in soap, in synthetic detergents and various materials may be easily located.

### D&O Moves Boston Sales Office, Appoints Edward J. Wyluda

Dodge & Olcott, Inc. has moved its Boston sales office to Park Square Bldg., Boston 16, Mass. Edward J. Wyluda has been appointed as branch manager, succeeding the late Frank J. McCarthy.

### U.S. Sanitary Specialties Shows How Liquid Soap Is Made

U. S. Sanitary Specialties Corp., Chicago sanitation maintenance products firm, has issued a two-color brochure, entitled "Inside U.S.," showing its liquid soap making processes and operations in drawings and photographs.

### Kyle Sheffield Composes Another Yale Song

W. Kyle Sheffield, vice president of the Sheffield Tube Corp. has composed another song. His latest, just published, is "Reunion" for which he wrote the words and music to commemorate the 43rd reunion of his class at Yale University. Like his popular Yale Long Cheer March it is an inspiring composition.

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### Dow Chemical Co. Drops "Bush" from Name of Aromatic Division

Bush Aromatics, a division of The Dow Chemical Co., officially changed its name June 1 to Aromatics Division, The Dow Chemical Co. The change was made to facilitate the accounting and record-keeping of both Dow and its customers. No changes in production or sales personnel are contemplated. In conjunction with this change, Dow announced new facilities for increasing aromatic production at Midland.

### California Cosmetic Assn. Takes a Look at Boston

Franklyn F. Ham, M.D., a native Californian, gave his impressions of Boston at a recent dinner-meeting of the California Cosmetic Assn. Counsel Gail B. Selig reported on the T.G.A. convention.

### Russell Rooks Elected to Avon Products' Board of Directors

Russell Rooks, vice president and general manager of Avon Products, Inc., was elected to the board of directors of the company at the annual stockholders meeting held in New York, N. Y., on May 22. The

announcement was made by W. Van Alan Clark, chairman of the board of directors.

Avon Products, Inc., whose main offices are at 30 Rockefeller Plaza, has branch offices and plants in Pasadena, Cal., Kansas City, Mo.,



Russel Rooks

Chicago, Ill., Atlanta, Ga., Suffern, N. Y., and Montreal, Canada.

Over a period of 65 years, Avon Products, Inc. have manufactured and distributed cosmetics for family consumption. Mr. Rooks, who has been associated with the company for 26 years, began his career with Avon Products in Kansas City where he was born. He was recently made a director of the Fragrance Foundation.

### Parfums Corday Considering Israel Perfume Factory

Parfums Corday is considering establishing a perfume factory in Israel, which would make it the first of the well-known international perfume houses to do so. Benson Storfer, president of the firm, left recently for Paris on the Liberte to confer with French officials of the firm, and while abroad, will fly to Israel to discuss the possibility of establishing a perfume industry in Tel Aviv.

### Whittaker, Clark & Daniels, Inc. Loomis Fibrous Talc Distributor

Whittaker, Clark & Daniels, Inc., New York, N.Y. has taken over sales distributorship of Loomis Fibrous Talc, product of W. H. Loomis Talc Corp., Gouverneur, N.Y., in Mass., R.I., Conn., and southern N.Y.

### T.G.A. Issues Propylene Glycol Monostearate Standard

The Toilet Goods Assn. has issued Standard Number 41 for Propylene Glycol Monostearate Non-Self-Emulsifying.

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## Distinguished German Cosmetic Manufacturer Visits U. S.

Walter Stienen, director of F. Wolff & Sohn, Karlsruhe, Germany, who is actively interested in the association of cosmetic manufacturers in Germany, has returned home after spending several weeks in the United States where he conferred with leaders in the American cosmetic industry.

The company, of which Mr. Stienen is a director, is one of the oldest and largest cosmetic manufacturing concerns in Germany. To acquaint himself with all levels of the population while here Mr. Stienen visited all types of restaurants, from arm chair luncheonettes to the finest hotels for his meals. This enabled him to chat informally with people he met and enabled him to obtain a first hand cross section view of the preferences of American consumers.

A highlight was a visit with Charles A. Pennock, president of Hudnut Sales Co. and former president of the Toilet Goods Assn. and an inspection of the big company's offices and laboratories. Mr. Pennock's familiarity with conditions abroad and particularly Germany where his company has a branch,

added much to the interchange of ideas. Mr. Stienen was much impressed by the broad scope and the success of the work of the Fragrance



Walter Stienen and Charles A. Pennock shaking hands.

Foundation which was fully explained to him by Mrs. Miriam Gibson French, executive director. Keith Porter, president of Harriet Hubbard Ayer was another executive who exchanged ideas with Mr. Stienen. Visits were also made to Colgate-Palmolive Co. and to other concerns.

## R. A. Bernick to Represent Haring Equipment Corp.

R. A. Bernick, Buffalo, N.Y., has been appointed to represent the Haring Equipment Corp. for their Kelix Tube Fillers.

## Emery Industries Scholarship for Research Department Head

Emery Industries, Inc., Cincinnati, Ohio, has established a research fellowship in the Graduate School of Applied Science of the University of Cincinnati. J. D. Fitzpatrick, head of the chemical research department, will become the first fellow under this grant. Dr. Charles B. Goebel succeeds him.

The concern is currently constructing a \$2,000,000 plant to produce azelaic and pelargonic acids from oleic acids.

## Dandruff Treatments Not Subject to Excise Tax

Products for medical treatment of dandruff which are advertised as solely for treatment of the scalp, without cosmetic claims, are not subject to the 20 per cent retailers' excise tax on cosmetics, the Internal Revenue Bureau has ruled. However, if the product is recommended as hair product, or if the brand name includes the word "hair," the article is considered a toiletry and will be subject to the tax. This ruling is in harmony with the usual interpretation of the law.



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The recent Givaudan-Delawanna annual sales meeting was attended by the entire sales staff and personnel of other divisions and departments.

### Givaudan-Delawanna Completes Annual Sales Meeting

The entire sales staff of Givaudan-Delawanna Inc., together with personnel of its other divisions, research, perfumery, cosmetic, and other departments met for the recent annual sales meeting at the Hotel Berkeley-Carteret at Asbury Park, N.J. Ernest R. Durrer, execu-

tive vice president, gave the opening address of the meeting, which then was presided over by J. H. R. Stephenson, sales manager. Various officers and directors of Givaudan-Delawanna Inc. and its associate companies, Sindar Corp. and Givaudan Flavors Inc., also attended the gathering.

During the meeting, plans were discussed for the broadening and

expanding of the specialized services by the company for its customers.

The sessions were brought to a close with a banquet at which an address was given by Dr. Eric C. Kunz, president of the company, who presented a gold watch to Dudley Lum, Chicago manager, commemorating his twenty-five years with Givaudan-Delawanna.

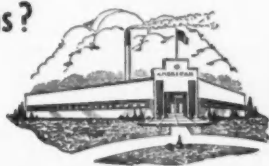
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### Fashion Group Hears Experts on Vital Retailing Changes

There are two types of big volume department store operation Hodge Love, Fairchild Publications, pointed out at the May 6 meeting of the Fashion Group. One is the downtown department store which has been in existence many years and the other is the suburban department store, a branch of the big downtown department store. This development springs from changes in our way of living; traffic congestion and evening shopping. The suburban department store or the supermarket says to the public in effect "Come to our store in comfort, park with ease, enjoy the freedom of self service and buy what you want without persuasion of any kind." This is still competition for the established downtown department store. This is the basic line of demarcation between the old concept of retailing and the new one. Every so-called downtown retailer in America is going to be forced to recognize this new type of suburban retailing as major competition for the consumer dollar.

The essential differences between shopping in a chain store

and shopping in a department store were pointed out by Mrs. Grace Gaynor, toiletries merchandise manager, Arnold Constable & Co., New York department store which has three suburban stores with more to come. The general trend in department store operations is toward affording the customer more opportunity to shop, she pointed out. It will necessitate more evening hours. More action is needed in the cosmetic departments. Any dignified open demonstration can produce good business and this, Mrs. Gaynor held, is the answer to a lot of lethargy that accompanies many new items that cosmetic houses spend many months in producing.

The meeting was well attended. It was opened by Mrs. Miriam Gibson French, treasurer and director of the Fragrance Foundation. Mrs. Grace Torrey presided. Those at the speakers' table were: Miss Marie McDonough, Dorothy Gray Ltd.; Miss Phyllis Flower, Cosmetics & Toiletries; Mrs. Florence Goldin, Grey Advertising Agency; Mrs. Kay Torrey, Charm Magazine; Mrs. Edythe Belmont, Harriet Hubbard Ayer; Miss Lillian Traub, Beauty Fashion; and Miss Margaret Bicker, Matchabelli.

### Contest Awards Life-Long Supply of Perfume

To promote its newest perfume, Elleni Cosmetic Labs., Santa Barbara, Cal., will supply the person submitting the best name for it with an ounce of the product each year for life. Other winners will also be awarded. The firm will introduce several other products in 1952, among which will be a spill-proof flacon in a satin bag, a stick cologne, and a liquid cream make-up. The various shades of make-up will be identified by names of leading Californian cities. A new shade of lipstick is also being considered.

### Chemists' Club Elects Officers and Trustees

Officers for 1952-53 elected by the Chemists' Club, New York, include: president, W. F. George; resident vice-president, Ira Vandewater; non-resident vice-president, R. J. Quinn; suburban vice-president, F. W. Sullivan; treasurer, L. E. Erlandson; secretary, Lloyd Van Doren. Also elected as trustees for the three-year term 1952-1955 are Thomas B. Drew, S. H. Farkas, Foster D. Snell and Lincoln T. Work.

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### Psychotherapy Institute Honors Samuel Rubin at Dedication

Samuel Rubin, president of Fabergé Perfumes, founder of the Institute of Psychotherapy, New York, N.Y., and donor of its new \$200,000 building, was presented with an engraved silver case by the Board of Directors of the institute at the recent dedication ceremonies.

### Among Our Friends

DR. I. V. GILES, chief chemist of The Barbasol Co. since 1928,



Dr. I. V. Giles

will retire July 1. He was previously connected with American Cyanamid Co. and Rohm & Haas.

RAYMOND STROBL, son of EDWARD STROBL, vice president and manager of the eastern branch of Albert Verley & Co., Chicago and New York, who recently returned from Korea where he served as a first lieutenant in the artillery, is now associated with Albert Verley & Co. in the New York office. Mr. Strobl was graduated from Princeton University in 1947 and during World War II served in the infantry in

Europe. A daughter, Jeannine Susan Strobl was born in January.

ROBERT L. POLK has been elected a member of the board of



Robert L. Polk

directors of the Northam Warren Corp. Vice-president in charge of the export division, he is now on a month's trip covering European agencies.

A. S. MAAS, Felton Chemical Co., Inc. Mid-West representative, recently moved from Toledo to Cleveland.

DR. HUBERT FRAYSSE, president and director of Synarome of Paris, returned home on May 23 after spending about two weeks with the personnel of the Aromatics Division of The Dow Chemical Co., selling agents for the U. S., Canada and Cuba. It was Dr. Fraysse's first visit to the United States.

STEPHEN G. CAPKOVITZ has been appointed head of the perfumery division of the Colgate-Palmolive-Peet Co.'s research and development department. Mr. Capkovitz formerly was the chief chemist and perfumer for three Vick Chemical Co. subsidiaries: Prince Matchabelli, Inc., Seaforth

Inc., and the Sofskin Co. Prior to that he was chief chemist for Yardley of London, Inc.

IRVIN W. HOFF is now Colgate-Palmolive-Peet Co. advertising manager.

H. G. LEWIS has been elected vice-president of Hazel Atlas Glass Co.; N. G. ROSS has been elected treasurer; C. E. EWING has been elected assistant treasurer; and C. R. DILMORE has been named purchasing agent.

WILLIAM J. FEELEY has been appointed manager of the Pacific Coast branch of George



William J. Feeley

Lueders & Co., succeeding PAUL L. COOLEY, who has resigned.

HOWARD S. BUNN has been appointed president of Bakelite Co., Union Carbide and Carbon Corp. division.

CHARLES T. LIPSCOMB, Jr.; president of the Pepsodent division of Lever Bros. Co., has been elected president of the Sales Executives Club of New York.

HENRY J. MEADE has been promoted buyer of perfumery and flavoring materials for Lever Bros. Co.

## CERA EMULSIFICANS

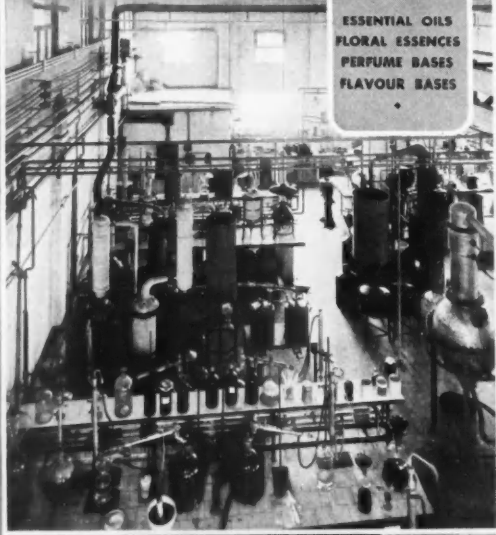
In view of the increasing interest in CERA EMULSIFICANS, or Emulsifying Wax, we remind readers of our POLAWAX Emulsifying Wax, developed in England and now made in the United States.

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JOHN A. EWALD, president of Avon Products, Inc., has been appointed chairman of the Cosmetics, Drugs, and Tobacco Group of The Greater New York Fund's



John A. Ewald

1952 campaign. GEORGE N. GRAVES, Avon Products vice-president, is assistant to the chairman.

LIEUT. GEORGE RICHARD BEISER U. S. A., son of OSCAR BEISER, the well known perfumer, was married to Miss BARBARA ANN HILL in Christ Church, Greenwich, Conn., June 7.

DR. EMIL G. KLARMANN, the well known cosmetic scientist and

Mrs. Klarmann returned June 3 from a trip to Europe which included visits to the principal cities and places of interest in Italy and also a visit to Paris.

## Obituary

### Philip E. Haebler

Philip E. Haebler of the Goldschmidt Chemical Corp. died while sailing his yacht on the Shrewsbury River near his Summer home in Rumson, N. J. from a heart attack, June 7. He was 54 years of age and is survived by his widow, a son, his father and a brother, William T. Haebler.

### William B. Stanger

William B. Stanger, 43, vice-president of Seeley & Co., Ltd., Toronto, Canada, died April 23.

He had been with Seeley & Co. ever since he moved to Toronto in 1940. He was well known in the essential oil, flavoring and cosmetic industries in Canada. He is survived by his mother, sister, and his brother Samuel Stanger, president of the concern.

### Rudolph Houlihan

Rudolph Houlihan sales manager of the Bridgeport Metal Goods Manufacturing Co. died from a heart attack June 1 at the age of 65 years. He had been associated with the company for 34 years and was honored throughout the industry for his robust honesty and kindness. He is survived by his widow, a brother, a nephew and a niece.

### Dr. Eugene Friedman

Dr. Eugene Friedman who had been associated with Polaks Frutal Works for 27 years, chiefly in the Chicago territory, died in Miami, Fla. recently. He retired from active work earlier this year.

### Nicholas P. Lanitis

Nicholas P. Lanitis, chairman of the board of Lanitis Bros. Ltd., Limassol, Cyprus, died April 12 according to advices received in this country. He was a Knight of the Order of Oranje-Nassau, the Royal Order of the Phoenix O. B. E. and had been chairman of the firm since its foundation in 1942.

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# Market Report

## Labor Disputes Strengthen Outlook

**T**HE outlook in the raw materials market is decidedly better. The downward price curve that started a few months ago continued over the past month, but labor disputes in the steel and petroleum industry served to dampen the softness in some major products such as synthetic glycerine and alcohol.

Behind the sharp reduction in industrial alcohol prices was a feeling of uncertainty as the result of a curtailed production of synthetic material caused by the strike in the petroleum industry and the uncertainty among major producers of fermentation alcohol regarding possible replacements of Cuban molasses. Molasses is a basic material in the production of fermentation alcohol and distillers have thus far failed to cover their anticipated requirements in Cuba because of the high price of 20 cents a gallon quoted by the sole selling agency in that country.

### **Second Alcohol Slash**

The slash in alcohol prices, the second this year, was attributed to competitive conditions caused by the increasing appearance of synthetic material upon the market prior to the outbreak of the strike in the petroleum industry. In the opinion of some trade observers however, the latest price cut was in some measure prompted by a desire on the part of alcohol producers to regain a portion of the antifreeze business it had lost to synthetic methanol producers a few years ago. The recovery of the antifreeze business would bring a tremendous gallonage back on the books of industrial alcohol producers, it was explained.

The strike in the petroleum industry forced the only producer of synthetic glycerine to close its plant. The reduced output probably won't be felt until later; the bulk of the maker's shipments had been completed before the plant was hit by the strike. Synthesis of glycerine on a commercial scale

was started late in 1948. Since that time production had been expanded and, until the stoppage, had been running at an annual rate of about 54,000,000 pounds. Prior to the production of synthetic glycerine, the United States had been an importing nation with Argentina furnishing substantial quantities of crude material. Very little foreign crude has been arriving here for more than a year. Argentina's exportable surplus estimated at about 300 tons a month has been going abroad.

The cutback in cokeoven chemical production as the result of the steel industry dispute failed to have any immediate affect upon the supply position of such basic materials as benzol, toluol or xylol. Should the loss in output prove large a renewed strengthening in the supply position could take place.

### **Formosan Citronella Oil**

A development of unusual interest in essential oils was the reported movement of 1000 drums of Formosan citronella oil to the United States. These goods are expected to arrive this month (June). Additional sales were reported totaling 4000 drums out of which 2750 drums are scheduled to come into this market. The forward business was reported to have been placed at below 50 cents a pound. Formosan citronella oil is used in the manufacture of soap, synthetic menthol and in aromatic chemicals.

Good quantities of lemon, orange, fruit flavors and certain specialties were moving out to the beverage trade. Favored with a real hot summer a continued heavy demand is likely to be noted as bottlers find it necessary to make replacements. Lime oil likewise shared in this activity as well as the tartrates and citric acid.

Demand for many of the seed and spice oils showed signs of expanding at the close of the period under review. Substantial quanti-

ties of these oils are used in the pickling trade each year. The position in clove oil proved serious however, since price regulations and high costs of the spice forced several major producers to withdraw offers from the market. Quotations on this article were entirely nominal. Mint oils were featured by a marked degree of strength. Comparatively few offerings of spearmint were coming through from the mid-West and dealer reports indicated a rapidly diminishing supply of good quality peppermint oil in the country. It will be another sixty days before any sizable amounts of new crop mint oils begin to appear on the market.

### **Thymol Reduced**

Aromatic chemicals derived from citronella and lemongrass oils continued soft but this was partly offset by the strength in those articles that are dependent upon an uninterrupted supply of basic coal chemicals such as benzol, phenol, and toluol. Competitive conditions brought about a reduction of 15 cents a pound in thymol. It was the first major price development to be noted in more than a year.

Small export orders reduced the available supply of both Chinese and Japanese menthol. The price trend in the Brazilian material was upward. Domestic demand remained quiet, but with the market showing a greater degree of strength than at any time in over a year, some of the larger buyers may begin to anticipate a portion of their coming winter requirements. While it was estimated that about a two years' supply of menthol had been purchased in the months following the outbreak of the Korean war, consumer inventories are now believed to be getting down to a more reasonable level. New crop will not be available from Japan until early Fall. Replacements from China remain cut off and offerings from Brazil are growing smaller at hardening prices.



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Linalyl Anthranilate • Linalyl Isobutyrate

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# PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

## ESSENTIAL OILS

All prices per lb. unless otherwise specified.

Almond Bit, FPA per lb.	3.25@	4.25
Sweet True	.58@	.85
Apricot Kernel	.50@	.65
Amymis	1.90@	2.25
Angelica Root	115.00@	150.00
Anise, U.S.P.	1.85@	2.50
Aspic (spike) Span	1.45@	1.90
Avocado	1.00@	1.10
Bay	1.55@	2.10
Bergamot	15.50@	17.00
Artificial	3.00@	4.25
Birchtar, crude	1.25@	1.35
Birchtar, rectified	2.50@	3.00
Boise de Rose	4.25@	4.50
Cajeput U.S.P.	2.45@	2.70
Cajeput (technical)	1.95@	2.10
Calamus	20.00@	25.00
Camphor "White"	.25@	.50
Cananga, native	10.00@	10.40
Rectified	12.00@	13.10
Caraway	4.05@	5.10
Cardamon	50.00@	62.50
Cascarilla	35.00@	40.00
Cassia, rectified, U.S.P.	5.00@	5.75
Cedar leaf U.S.P.	2.35@	3.50
Cedar Wood	.52@	.70
Celery	16.00@	18.00
Chamomile Hungarian	255.00@	300.00
Cinnamon oil, Bark	28.00@	35.00
Leaf	2.25@	3.10
Citronella, Ceylon	.85@	1.00

Java	1.10@	1.25
Java type	.60@	.75
Cloves, Zanzibar	5.00@	5.25
Madagascar	5.20@	5.65
Copaiba	2.50@	3.00
Coriander	22.50@	26.00
Croton	4.50@	5.25
Cumin	5.45@	7.00
Dill—		
Weed	4.00@	4.50
Seed	6.00	Nom'l.
Erigeron	6.50@	7.00
Eucalyptus 80-85%	1.20@	1.50
70-75%	1.00@	1.50
Fennel, Sweet	2.70@	3.20
Garlic (oz.)	6.50@	7.00
Grapefruit	2.35@	2.65
Geranium, Rose, Algerian	16.50@	25.00
Bourbon	15.50@	20.00
Turkish	7.00@	7.75
Ginger	15.75@	18.50
Guaiac (Wood)	1.90@	2.25
Hemlock	2.25@	2.80
Juniper Berry	2.75@	3.50
Laurel leaf	10.00@	12.00
Lavandin	2.85@	4.00
Lavender, French 40-42%	6.25@	8.00
Lemon, Calif.	6.00@	6.25
Italian	5.90@	8.50
Lemongrass	1.55@	2.25
Limes, distilled	7.50@	8.40
Expressed	7.75@	10.00
Linaloe wood	3.85@	4.20
Lovage (oz.)	10.00@	12.00
Mace	3.85@	4.20

Marjoram	3.50@	3.80
Neroli—		
Haitian	90.00@	110.00
French	180.00@	192.00
Nutmeg, East Indian	3.70@	4.00
Ocotea Cymbarum	.75@	.85
Olibanum	5.75@	7.50
Opopanax	45.00@	48.00
Orange, Florida	2.00@	2.35
Brazilian	1.50	Nom'l.
Calif., exp.	1.95@	2.75
Distilled	1.10@	
Origanum, rectified	2.25@	3.00
Orris Root, concrete (oz.)	7.00@	10.00
Concrete, extra	10.50@	15.00
Patchouli	8.00@	12.00
Pennyroyal, Amer.	4.10	Nom'l.
European	3.00@	4.25
Peppermint natural	7.15@	7.35
Redistilled	7.65@	7.80
Petitgrain	3.15@	3.75
Pimento, Berry	4.80@	5.50
Leaf	2.65@	3.15
Pinus Sylvestris	2.75@	3.25
Pumilio	2.90@	3.60
Rose, Bulgaria (oz.)	42.25@	58.00
Synthetic, lb.	30.00@	35.00
Rosemary, Spanish	.85@	1.25
Sage, Spanish	.90@	1.85
Sage, Dalmatian	9.00@	10.50
Sandalwood, N. F.	10.00@	11.25
Sassafras—		
Artificial	.65@	.85
Snake root	31.00@	35.00
Spearmint	7.65@	8.00

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Spruce	2.25@	2.75
Sweet birch Southern	2.25@	3.00
Northern	4.95@	8.00
Tansy	8.85@	9.10
Thyme, red	2.00@	2.65
White	2.35@	2.90
Valarian, extra	75.00@	88.00
Vetiver—		
Bourbon	23.50@	27.00
Haitian	20.00@	25.00
Java	35.00@	38.00
Wintergreen, Southern	3.35@	15.00
Northern	5.85@	13.50
Wormseed	8.00@	8.50
Wormwood	6.35@	6.50
Ylang Ylang, Bourbon	18.00@	25.00
Haitian	12.85	Nom'l

#### TERPENELESS OILS

Bay	2.90@	3.60
Bergamot	20.00@	24.00
Grapefruit	42.00@	58.00
Lavender	11.00@	15.00
Lemon	52.00@	60.00
Lime, ex.	80.00@	90.00
Distilled	60.00@	62.00
Orange sweet	142.00@	175.00
Peppermint	15.25@	16.00
Petitgrain	5.50@	6.40
Spearmint	12.25@	14.00

#### DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	2.15@	2.50
Acetaphenone	1.60@	1.80
Alcohol C 8	1.95@	2.25
C 9	12.50@	13.00
C 10	2.00@	2.30
C 11	13.85@	14.50
C 12	15.25@	15.85
Aldehyde C 8	9.00@	11.00
C 9	17.10@	17.30
C 10	7.75@	8.00
C 11	18.60@	20.00
C 12	15.25@	15.85
C 14 (Peach so-called)	6.85@	7.50
C 16 (Strawberry so-called)	5.85@	6.20
Amyl Acetate	.48@	.70
Amyl Butyrate	1.00@	1.25
Amylcinnamic Aldehyde	2.20@	2.40
Amyl Formate	1.00@	1.25
Amyl Phenylacetate	3.75@	4.10
Amyl Propionate	1.25@	1.60
Amyl Salicylate	.90@	1.00
Amyl Valerinate	2.00@	2.35
Anethol	1.50@	2.50
Anisic Aldehyde	2.50@	2.90
Anisyl Acetate	6.00@	6.75
Benzyl Acetate	.75@	.85
Benzyl Alcohol	.78@	.85
Benzyl Butyrate	1.75@	2.00
Benzyl Cinnamate	3.30@	3.60
Benzyl Formate	2.00@	2.30
Benzophenone	1.75@	2.00
Benzyl-isoeugenol	10.25@	11.00
Benzyl Propionate	1.60@	2.20
Benzyl Salicylate	1.90@	2.10
Benzylidene Acetone	2.00@	2.75
Bromstyrol	5.75@	6.35
Butyl Acetate, normal	.191/4@	.201/4
Cinnamic Alcohol	2.40@	3.50
Cinnamic Aldehyde	1.25@	1.40
Cinamyl Acetate	3.75@	4.50
Citral, C. P.	4.25@	6.50
Citronellol	2.20@	2.65
Citronellyl Acetate	2.75@	3.40
Citronellyl Butyrate	5.50@	6.00
Citronellyl formate	6.45@	6.80
Coumarin	2.95@	3.50
Cuminic Aldehyde	6.00	Nom'l
Diethylphthalate	.333/4@	.40
Dimethyl Anthranilate	5.75@	6.00
Diphenyl Methane	1.15@	1.30
Diphenyl Oxide	.60@	.75
Ethyl Acetate	.35@	.38
Ethyl Benzoate	.85@	.90
Ethyl Butyrate	.80@	.95

Ethyl Capronate	2.20@	3.15
Ethyl Cinnamate	2.45@	2.80
Ethyl Formate	.70@	.80
Ethyl phenylacetate	1.20@	1.35
Ethyl Propionate	.90@	1.00
Ethyl Salicylate	1.00@	1.50
Ethyl Vanillin	6.75@	7.30
Eucalyptol	2.25@	3.00
Eugenol	3.50@	4.00
Geraniol, dom	1.40@	2.40
Geranyl Acetate	1.70@	2.15
Geranyl Butyrate	5.00@	5.75
Geranyl Formate	5.00@	5.80
Guaiac Wood Acetate	4.65@	5.00
Heliotropin, dom.	3.50@	3.90
Hydrotropic Aldehyde	6.30@	6.85
Hydroxycitronellal	6.10@	6.90
Indol, C. P.	19.25@	19.75
Iso-borneol	1.65@	1.80
Iso-butyl Acetate	.85@	1.50
Iso-butyl Benzoate	1.10@	1.50
Iso-butyl Salicylate	2.15@	3.00
Iso-eugenol	4.75@	5.20
Iso-safrol	2.10@	2.80
Linalool	6.35	7.00
Linalyl, Acetate 90%	6.65@	7.00
65-70%	4.85@	5.25
Linalyl Formate	12.25@	13.00
Linalyl Propionate	11.00@	11.55
Menthol—		
Brazilian	6.50@	6.65
Japanese	7.50@	—
Synthetic	6.80@	7.50
Methyl Anthranilate	2.40@	2.65
Methyl Anthranilate extra	2.75@	3.10
Methyl Benzoate	.60@	2.25
Methyl Cinnamate	1.75@	2.25
Methyl Heptenone	7.15@	8.00
Methyl Heptene Carbonate	40.00@	53.00
Methyl Naphthyl Ketone	3.30@	3.65
Methyl Phenylacetate	1.20@	1.85
Methyl Salicylate	.50@	.65
Musk Ambrette	5.60@	5.70
Ketone	5.35@	5.60
Xylene	1.75@	1.90
Neroline (ethyl ether)	2.50@	2.80
Paracresyl Acetate	2.20@	2.75
Paracresyl Methyl Ether	2.50@	3.00
Paracresyl Phenyl-acetate	4.75@	5.40
Phenylacetaldehyde 50%	2.75@	3.25
100%	4.10@	4.65
Phenylacetic Acid	1.65@	2.25
Phenylethyl Acetate	1.80@	2.00
Phenylethyl Alcohol	1.75@	2.00
Phenylethyl Butyrate	4.20@	4.50
Phenylethyl Propionate	3.40@	4.00
Phenylethyl Salicylate	4.35@	4.80
Phenylethyl Valerianate	5.70@	5.90
Phenylpropyl Acetate	3.40@	4.20
Phenylpropyl Alcohol	2.80@	3.00
Safrol	.90@	1.25
Scatol (oz.)	2.65@	3.40
Styrollyl Acetate	1.75@	2.50
Thymol, crystals	3.65	3.75
Vanillin (clove oil)	5.50@	6.50
(guaiacol)	3.00@	3.25
Lignin	3.00@	3.25
Vetiver Acetate	47.50@	50.00
Violet Ketone Alpha	9.90@	10.25
Yara Yara (Methyl ether)	2.35@	2.80

#### BEANS

Vanilla beans—		
Bourbon	2.65@	3.20
Mexican, cut	3.00@	3.15
Mexican, whole	3.50@	3.85
Tahiti	2.45@	2.75
Tonka Beans Surinam	1.00@	1.10
Angostura	1.75@	1.80

#### SUNDRIES AND DRUGS

Acetone	.101/4@	.14
Ambergris, ounce	8.00@	17.50
Balsam, Copaiba	1.50@	1.70
Peru	1.60@	1.80
Beeswax, bleached, pure	.76@	.78
U. S. P.		

Yellow, refined	.63@	.66
Bismuth, subnitrate	2.65@	
Borax, crystals, carlot ton	61.25@	81.25
Boric Acid, U. S. P., ton	129.00@	133.50
Calcium, Phosphate	.08@	.083/4
Phosphate, tri-basic	.063/4@	.071/2
Camphor, pwd., domestic	.60@	.62
Castoreum, natl., cans	7.00@	10.00
Cetyl, Alcohol Extra	1.32@	1.37
Chalk, precip. bags, clts	.027/8@	.03
Cherry Laurel Water, jug.		
gal.	1.25	Nom'l
Citric Acid	.281/2@	.291/2
Civet, ounce	4.45@	12.00
Cocoa butter, bulk	.761/2@	.77
Cyclohexanol (Hexalin)	.30@	.32
Dextrine, white, cwt.	8.58	8.73
Fuller's Earth, Mines ton	27.00@	30.00
Glycerin, C. P.	.321/2@	.341/2
Soap lye, crude	.20@	.21
Gum Arabic, pwd.	.18@	.20
Amber	.15@	.151/2
Gum Benzoin, Siam	3.50@	3.85
Sumatra	.40@	.42
Gum Galbanum	.80@	.95
Gum Myrrh	.30@	.37
Henna, pwd.	.21@	.25
Kaolin	.05@	.07
Labdanum	4.10@	5.20
Linolin, hydrous	.34@	.35
Anhydrous	.36@	.38
Magnesium, carbonate	.111/4@	.14
Sterate	.38@	.42
Musk, ounce	40.00@	50.00
Olibanum, tears	.20@	.25
Siftings	.16@	.18
Orange Flower Water,		
gal.	1.75@	2.25
Orris Root, Italian	.20@	.26
Paraffin	.063/8@	.071/8
Peroxide (hydrogen U. S. P.)		
bbls.	.033/4@	.05
Petrolatum, white	.063/4@	.083/4
Quince Seed	1.25@	1.50
Rice Starch	.11@	.14
Rose flowers, pale	.60@	.65
Rose Water, jug (gal.)	1.50@	2.00
Rosin, M. per cwt.	8.50@	8.55
Salicylic Acid	.46@	.52
Saponin No. 1	2.75@	2.80
Silicate, 40° drums, works,		
100 pounds	1.10@	1.40
Sodium Carb.		
58° light, 100 pounds	1.60@	4.62
Hydroxide, 76° solid,		
100 pounds	3.35@	4.55
Spermaceti	.34@	.37
Styrax	1.50@	1.85
Tartaric Acid	.451/2@	.55
Tragacanth, No. 1	3.00@	3.30
Triethanolamine	.261/4@	.271/4
Violet Flowers	1.85	Nom'l
Zinc stearate, U.S.P.	.37@	.39
Oxide, U.S.P.	2.085@	2.185

#### OILS AND FATS

Castor, refined, drums	.311/2@	.32
Coconut, crude, Atlantic		
ports, tanks	.091/2@	.10
Double distilled, drums	.181/2@	.193/4
Corn, crude, Midwest,		
mill, tanks	.133/4@	.141/4
Corn Oil, refined, tanks	.143/4@	—
Cottonseed, crude tanks	.113/4@	—
Grease, white	.057/8@	—
Lard, Chicago	.111/4@	.111/2
Lard, Oil, common,		
No. 1 drums	.10@	.11
Olive, edible (gal.)	2.00@	2.25
Peanut, crude tanks	.143/4@	.15
Peanut, refined tanks	.173/4@	.18
Red Oil, single distilled		
drums	.121/4@	.131/2
Double distilled	.143/4@	.16
Stearic Acid		
Triple Pressed	.131/4@	.141/2
Double Pressed	.11@	.121/4
Tallow, acidless, drums	.10@	.101/4
Tallow, extra	.055/8@	.057/8



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& Essential Oil Review

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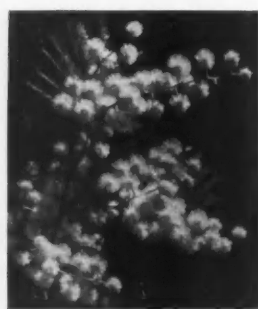
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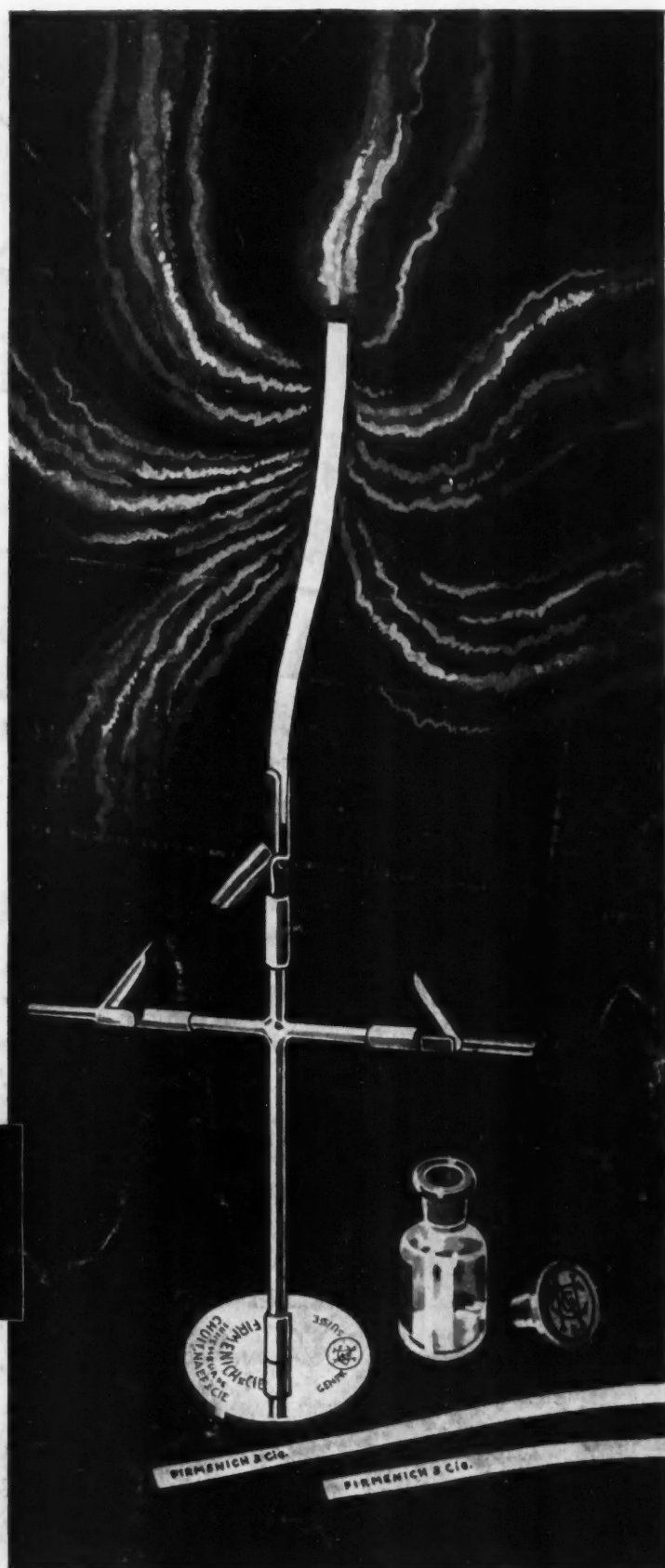
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# The American Perfumer

## AND ESSENTIAL OIL REVIEW

JULY 1952

IN TWO SECTIONS—SECTION TWO

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